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The Goldfish Pool

The Most Interesting
Spot in the Garden ✓

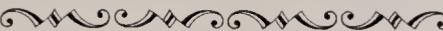


Spring Catalog
1933

The Lakeview Ponds

R. C. Dolle, Proprietor

Mt. Airy, Cincinnati, Ohio



✓1933
Spring Catalog

WHOLESALE ✓



✓ Goldfish . Tropical Fish . Water Hyacinths
Water Lilies and Aquatic Plants
. Snails .
Aquariums
Aquarium Supplies



YOU CAN BUY
"Everything for The Goldfish Pool"

From

"America's Oldest Fancy Goldfish Farm"



THE LAKEVIEW PONDS — R. C. DOLLE, Owner

OHIO U. S. ROUTE 27

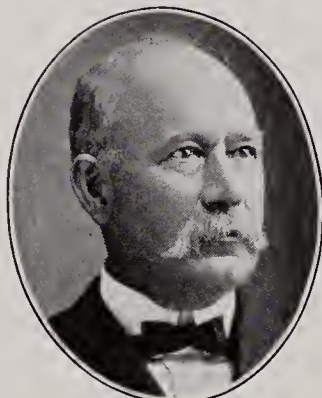
MT. AIRY, CINCINNATI, OHIO

A FEW WORDS ABOUT

THE LAKEVIEW PONDS

"America's Oldest Fancy Goldfish Farm"

Below—Our new building, erected 1931, housing general office, shipping room, and a new greenhouse. A complete new unit 80' x 30', two stories high. Also a view of two of "The Lakeview Ponds."



J. A. BRIGEL
Founder and Owner
1892 - 1923



R. C. DOLLE
Present Owner



THIS is the Forty-First year since our business was founded in 1892 by Joseph A. Brigel, who actively conducted it until his death in 1923. Much of the present practice used in Commercial Goldfish raising was first used at Lakeview by Mr. Brigel, who was a pioneer producer of Fancy Goldfish grown in outside ponds.

Since the death of Mr. Brigel in 1923, the business has been continued by R. C. Dolle, his grandson, who had grown up at Lakeview and shared much of his interest in this work.

As a result of this long period of business we have developed several of the best strains of commercial goldfish in the country; we have built up a reputation for Quality, together with honest and careful service. Many of our present customers have handled our fish and plants for from 20 to 30 years!

We own and operate a modern fishery within the city limits and only eight miles from the heart of Cincinnati. We enjoy the best possible situation as regards shipping, since we have fast service to all points from Cincinnati. Shipments leave our farm in our own truck in the evening and usually

go out by express or by mail the same night.

We also operate a branch in Northern Florida for direct shipment of Water Hyacinths in April, May and June, and for large shipments of certain other aquatic plants listed herein. All smaller plant orders, and all orders for Goldfish and Supplies

are shipped from Cincinnati.

With the completion of our new building at Mt. Airy, in 1931, we now have the most modern facilities of any wholesaler in our line. We have grown and shipped several millions of fancy Goldfish and several millions of Aquatic Plants during our many years of business, and we are now equipped to serve you better than ever before.

We solicit your business on the merit of our goods and our service. If things do at times go wrong, we want to hear all details and we will do our best to correct any mistake made by us. Our liberal guarantees on all Plants and Goldfish (printed on page 24) prove that we mean this. Try us and let us prove that you can make money by dealing with "America's Oldest Fancy Goldfish Farm."

MAR 25 1933

©CIA A 118083 ✓ R

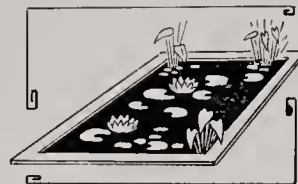
"AMERICA'S OLDEST FANCY GOLDFISH FARM"

SPECIALTIES:
Japanese Goldfish
Water Hyacinths
Water Lilies
Aquarium
and
Pool Plants
Aquarium Supplies
Tropical Fish



The LAKEVIEW PONDS

R.C. DOLLE Proprietor
Wholesale Growers Aquatic Plants & Goldfish



ESTABLISHED 1892

MT. AIRY, CINCINNATI, OHIO

"Use Water
Hyacinths for
Spawning and in
Outdoor Pools"

Largest Wholesaler
of Ornamental
Aquatic Plants
in the U. S.

Address all
Communications to
Mt. Airy,
Cincinnati, Ohio

March 1, 1933.

TO THE TRADE:-

Gentlemen:

This wholesale catalog is published for dealers only. For over Forty Years we have been doing business with firms in our trade, big and small, and we now ship to every state in the Union. We have become a leader in supplying your wants, because we know what you can sell, because WE ALWAYS HAVE BEEN WHOLESALERS, and because we know you need a decent spread between cost and retail price to make a profit. We therefore grow salable plants and fish with an eye to best quality and best wholesale prices. (We quote NET PRICES throughout.)

Our trade is a luxury trade, but it is a hobby trade as well. Due to the great interest in living things manifested even during this depression, we found a remarkably good demand for our products last Spring and expect a very good trade this year.

Spring is the big season for Outdoor Pools, and the Goldfish pool is no longer an expensive luxury. The Mechanic who makes his own pool with a few dollars' worth of materials and buys a few dollars' worth of Goldfish, Plants and Snails, gets as much fun out of it as his Company President gets from his Landscaped Formal Garden with the expensive collection of Water Lilies and Fancy Goldfish in his lovely tiled pool. (And these small homemade "Water Gardens" are a yearly source of profitable business if you'll start in now and get the trade).

We present herein a wonderful assortment of useful, interesting, beautiful, and inexpensive Hardy Aquatics, and Goldfish which you can CARRY IN STOCK in limited quantities - and which YOU CAN SELL AT A PROFIT.

Believing that you will find much useful information in our suggestions concerning the care of Aquatics, Goldfish and Pools, we suggest that you read the last few pages of this booklet very carefully so you can answer the questions your customers very frequently ask you, and so you will be able to keep our live products in good condition until sold.

There are no "Sleepers" in this catalog. Every item is priced for 1933. Every item represents splendid value, and you can consider us one of your best sources of supply. We are equipped for prompt shipment both from Florida and Cincinnati, and we want to please you!

With very best wishes we are,

Very truly yours,

THE LAKEVIEW PONDS.



SOME OF OUR OUTSIDE STORAGE BASKETS FOR GOLDFISH

The plants in these wire baskets are Water Hyacinths which we use to shade the fish. Their roots are preferred by Goldfish for spawning and also furnish them a necessary vegetable food.

Hardy Goldfish for Aquariums..

ALL our Goldfish are grown out of doors in natural clay bottom ponds. They are healthy, for they have to be to withstand cold winters under ice. The fish listed here are one, two or three years old and have spent their entire lives outdoors, so they are in no way to be classed with the delicate "hothouse" varieties. You can select any of the grades we list with complete assurance that they are strong and healthy fish, in the best condition for shipment.

Goldfish should be in every body of fresh water if only to keep down the insect pests and to destroy the mosquitos, for in this respect nothing is superior to Goldfish. Many of these fish are very inexpensive.

Apart from this great service to us, the beauty of these larger type fish is remarkable and no pool is complete without them.

COMMON GOLDFISH

All Colors—Including Black and Gold

Better color assortments and better shaped fish than the usual run of Common Goldfish because bred from Comet stock only.

2 to 3	Inches (See Note)	\$ 2.00
3 to 3½	"	3.00
3 to 4	"	4.00
4 to 5	"	5.50
5 to 6	"	9.00
6 to 7	"	18.00
7 to 8	" each	30c
8 to 10	Inches, (see page 7), each	45c

COMETS

All Colors—Including Black and Gold

Long slender bodies and long tails. Variety of colors and real Quality Stock.

2½ to 3	Inches	\$ 3.00
3½ to 4	"	5.00
4 to 5	"	7.00
5 to 6	"	14.00
6 to 7	Inches, each	35e
7 to 8	Inches, each	50e
8 to 10	Inches, (see page 7), each	80e

JAPANESE NYMPHS

(Choice Specimens Only)

Same color and form as Japanese Fantails, but with single or ribbon tail.

3	Inches	\$10.00
3 to 4	Inches	15.00
4 to 5	Inches	25.00

SHUBUNKINS

These are the attractive mottled or "Calico" fish with single tail. Colors are red, white, blue, lavender, orange, purple, black, at times all on same fish. Every fish differently marked. Very active, sturdy and much sought after for pools and aquariums.

2 to 2½	Inches	\$ 6.00
2½ to 3½	"	7.00
3½ to 4	"	10.00
4 to 5	"	15.00
5 to 6	"	each 35c to 50e



YOUNG CHINESE MOOR

The Chinese Moors or "Black Telescopes" are the only members of the Goldfish family to develop the true "black velvet" color.

CHINESE MOORS

These include only Black Telescopes nearly all Fantails, but a few single-tails also. Extra choice quality.

2 to 2½	Inches	\$10.00
2½ to 3	"	15.00
3 to 3½	"	18.50
3½ to 4	"	each 35e

RED AND CALICO TELESCOPES, MOORS, and CALICO FANTAILS

(Mixed Only)

Nearly all Telescopes are Fantails, and all Calico Fantails are selected colors.

This is a choice grouping of fast-selling Goldfish. Telescopes are assorted colors and varieties, including Moors, Calicos, Reds and Red and Blacks; mostly Fantails, but a few of the Nymph type Single Tails are also included. The Calico Fantails are all choice fish of selected Calico Colors. Every fish differently marked—red, white, blue, lavender, orange, black, at times all on same fish.

2½ to 3	Inches	\$18.50
3 to 4	Inches	each 30e

... and Outdoor Pools

YOUR customers will buy FANCY GOLDFISH if you keep some of these attractive pets in stock. When you buy from us you can be sure of getting the best. Goldfish bred from the best stock, properly grown and properly graded and conditioned, when shipped by a responsible firm will give maximum value for your money. PRICES ON ALL FISH QUOTED IN DOLLARS PER HUNDRED. SMALLER QUANTITIES AT SAME RATE (except where otherwise stated).

TERMS: NET CASH and best values we have ever been able to offer! No Discounts.

JAPANESE FANTAILS

Fine quality, good bodies, tails and fins. Colors are red, gold, pearl or albino, black and red, pearl and red. As fine as they grow.

1½ to 2	Inches (see note below) . . .	\$ 5.00
2 to 2½	"	6.50
2½ to 3	"	10.00
3 to 4	"	16.00
4 to 5	"	each 40c

MATED PAIRS

For Breeding

(For shipment at our risk, March 1 to April 30 only. Later shipments of Breeding Sizes at purchaser's risk.)

Here is a limited offering of mated pairs, male and female, in the following species, all choice adult fish, specially selected for breeding, and which can be sold at a nice profit.

(NOTE: We do not guarantee the sex of these fish, but insofar as humanly possible we select mates. In case of error we will not be responsible for loss, since male and female fish are of equal value and we cannot be responsible for results. Two or more pairs should be bred together to insure best results. The sex of young Goldfish is very difficult to determine. In adult fish at breeding season it is readily detected. The male has small granules—like small grains of sugar—on the gill plates and at times down the front rays of the two forward or pectoral fins. The gill plates of the female are always smooth.)

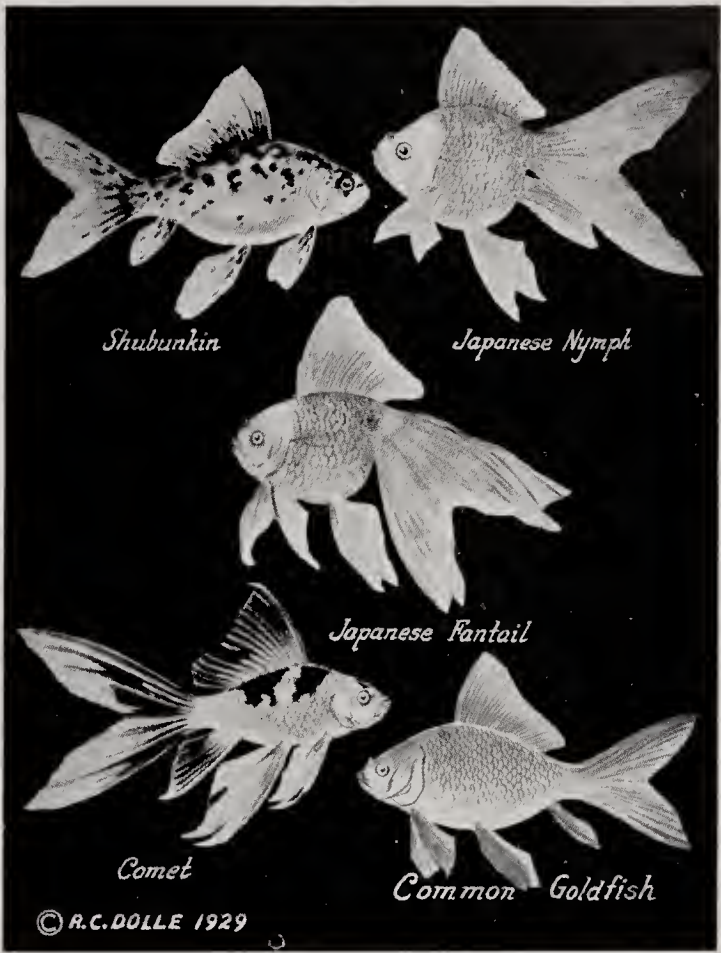
Japanese Fantails		Per Pair
Small Adults, 4"	\$.65
Medium Adults, 5"	1.10
Large Adults, 5" to 6"	2.20

Chinese Moors, Calico Fantails or Calico Telescopes		Per Pair
Small Adults, 3½" to 4"	\$.85
Medium Adults, 4" to 5"	2.50

Lion Heads		Per Pair
(Select Young Fantails From Very Fine Japanese Stock)		
Small Adults, 2½" to 3"	\$2.50

Shubunkins (Good Color)		Per Pair
Medium Adults, 5" to 6"	\$1.00

Comets		Per Pair
Select Large Adults, 7" to 8"	\$1.20
Select Extra Large, 8" to 10"	2.00



A FEW TYPES OF LAKEVIEW GOLDFISH

SPECIAL ASSORTMENTS

All Fancy Goldfish

We get many requests for Mixed Lots of Fish at the same price and have prepared the following Special Assortments with much care. If we were asked, "What is the best value for our money this year?" we would unhesitatingly reply, "Buy ASSORTMENT No. 1 and retail most of them at 25c, some at 35c, and fear nobody's competition!!"

WE ARE GIVING LARGER SIZES AND BETTER FISH THAN EVER BEFORE IN THESE ASSORTMENTS. BEST VALUE ON THE MARKET! ALL FISH GROWN BY US.

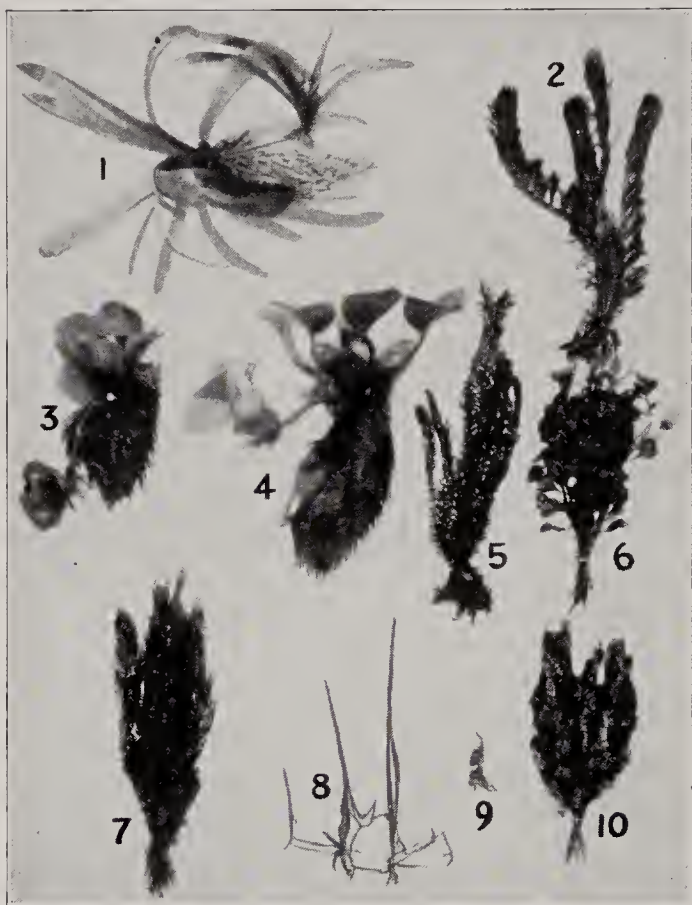
45% Japanese Fantails, 30% Black Telescopes, 15% Shubunkins and Calico Fantails, 10% choice large Singletails, good value.

ORDER BY NUMBER

Assortment		
No. 1—Size 2½ to 5	Inches	\$10.50
No. 2—Size 3 to 6	"	15.00
No. 3—Size 3½ to 6½	"	18.00

NOTE—Sizes are the overall length of fish from nose to tip of tail. Mixed colors are given with each grade unless otherwise stated or specially requested. Where all fish are wanted in two colors such as red and white or red and black, cost is 40% greater than for standard grades listed. Prices on extra large fish on request.

Aquatic Plants for Aquariums and Pools



Plants shown one-sixth natural size—(See description and prices below)

SOME STANDARD "LAKEVIEW" AQUATICS FOR AQUARIUMS AND POOLS

- No. 1. **Sagittaria**—(The large plant is shown sidewise.)—A splendid oxygenator for aquariums and pools. Has stiff, strap-like leaves, which grow under water most of the year, but plants send up tall leaves above water and a blossom in summer, during which time it is out of season, but still available at \$5.00 per 100. Steadily gaining popularity as it gets better known. Grows well in aquariums throughout the year. Fine for tropical fish, easily kept in stores. \$3.50 per 100.
- No. 2. **Parrot Feather**—A species of *Myriophyllum*, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to November 15. Must be planted at once on receipt. \$5.00 per 100.
- No. 3. **Shell Flower**—Similar to Water Hyacinths, but rarer and preferring semi-shade and moist atmosphere. Does nicely in pools in summer. Available April 15 to November 1 only. Should be placed in suitable location as soon as received. \$1.00 per dozen. \$7.00 per 100.
- No. 4. **Water Hyacinth**—"The Queen of Aquatic Plants"—Cut shows how plants multiply by runners. The largest selling pool plant in the United States, because best for gold fish to spawn on. Special low prices April to November. See pages 12 and 13.
- No. 5. **Anacaris Gigantia**—Splendid oxygenator for aquariums, and does nicely without much light. Not available at all times. \$4.50 per 100. 60c dozen.
- No. 6. **Ludwigia**—A very pretty plant, with well-developed leaves colored green on top, reddish underneath. Grows above and below water, and a very choice plant. Available year round. \$5.00 per 100. 60c dozen.
- No. 7. **Myriophyllum**—The largest selling bunched plant for the winter months. Available November to June 1, and most satisfactory when in season. Our standard when Cabomba is out of season. \$4.50 per 100. 60c dozen.
- No. 8. **Valisneria**—A grass-like plant, for aquariums. Reproduces with creeping runners, same as *Sagittaria* (No. 1). Available year round. Fine for tropical fish and all aquariums. \$2.50 per 100. 36c dozen.

WE list here a few specialty choice plants of interesting habits, foliage and blossoms which add great natural charm to any water garden. Every natural body of water supports quantities of plants in its shallower flats or along its banks. So to duplicate this effect one should plant some of the following in a shallow part of the pool, in the "ledge" (see page 23) or in large flower pots, boxes, buckets, tubs, etc., properly submerged.

There is a year-'round demand for choice plants for Aquariums. We specialize in the commercial varieties of plants suitable to pools and Aquariums and can supply the standard varieties the year 'round as they are in season. If the plants are available you can get them here.

Many of our customers have found that they can make much larger plant sales than they thought possible just by never running out of plants. Goldfish and plant life go together in Nature, therefore to keep fish healthy, **PLANT LIFE MUST BE FURNISHED WHEREVER FISH ARE KEPT.**

No. 9. **Salvinia**—A miniature floating plant, with dainty, fuzzy leaves 1/4" to 1/2" in diameter. Grows on the water without soil, but likes partial shade. May to December only. 50c per pint.

No. 10. **Cabomba**—Best known of all aquarium plants. Ours is specially fine when in season, April 15 to December 15. Available the year round, but best when in season. "Myrio" (No. 7) succeeds it as our standard winter plant, but Cabomba is the leader Summer and Fall. \$4.50 per 100. 60c dozen.

The following plants are not shown on cut.

COONTAIL—A choice species of a very dark green bushy underwater plant of the "*Ceratophyllum*" family, furnished in bunches and sold nearly all year. Very well liked by those who know it and keeps well in stores. Coontail resembles a small spruce tree when placed in an aquarium. \$4.50 per 100. 60c per dozen.

WATER POPPY—A dainty rooted plant which sends up floating leaves and bears yellow flowers similar to the California poppies. Plant in shallow water same as a small water lily. Water Poppy can also be used for inside aquariums if planted in small pots, but develops better outdoors. \$6.00 per 100. 80c per dozen. (April to December only.)

WATER SNOWFLAKE—A floating aquatic with leaves like a small water lily. When detached the leaves will send down roots in shallow water and produce a new plant. It bears dainty white flowers an inch in diameter which resemble a giant snowflake. \$10.00 per 100. \$1.20 per dozen. (April to December.)

SOUTHERN SPATTERDOCK—This is a splendid large leaved underwater plant for aquariums and pools. The leaves give off oxygen to the water and grow very beautifully in an aquarium. Spatterdock has a large tuberous root which should be planted in a pot using a little soil below and sand on top. Sold in two grades. Grade A with a few more leaves than grade B, but all good healthy plants.

Grade A—\$1.00 per dozen. \$7.50 per 100. Retail 25c up.
Grade B— .60 per dozen. 5.00 per 100. Retail 15c up.

UMBRELLA PALM—This is the old favorite Umbrella Plant. A well-known shallow water plant used mainly for pools. These are choice Greenhouse Grown Plants from 2-inch pots. Will grow very large during the Summer, but must come in for Winter. \$1.00 per dozen. (May to December.)

NOTE—If you don't see the plant you want listed here, write for quotation. We can supply any Commercial Aquatic grown in this country if you want it in quantities.

Where prices are quoted per dozen and per 100, the dozen price holds unless 50 or more of that particular item are ordered. No extra charge for packing. All small lots are F.O.B. Cincinnati. Water Hyacinths only are F.O.B. Northern Florida.

Aquatic Plants for Pools and Ponds

CREeping WATER HYACINTH—A vine of entirely different habit than the regular Water Hyacinth, and a steady bloomer, with dark purple flowers similar to the regular Water Hyacinth and with similar dark green glossy leaves.

Price, per good division with roots, each, 25c. After June 15th until frost, \$18.00 per 100.

The following are all tall growing plants:

PORCUPINE GRASS—Plant at edge of pool in moist ground or slightly submerged. It has tall quill-like stems. Quite suited for corners or center groupings and easily grown in clumps.

\$5.00 per 100.

CATTAIL—An old familiar plant and still a favorite for pool planting. Shallow water and plenty of rich soil will grow these graceful leaves and spikes to 5 feet in height.

\$5.00 per 100.

INDIAN ARROWHEAD—Very distinctive leaves shaped like an arrowhead held aloft on a stem from 1 to 3 feet above water. In rich soil and shallow water the plants thrive and are quite hardy. Spikes of snow-white flowers with close yellow stamens add to its attraction.

75c dozen. \$5.00 per 100.

GIANT INDIAN ARROWHEAD—Similar to arrowhead, but this is a Giant plant, large specimens have a spread of three feet, with leaves three feet tall. A few of these make a very showy effect.

\$1.50 per doz. \$10.00 per 100. Retail up to 50c.

PICKEREL PLANT—An attractive marsh plant with frequent spikes of pleasing purple flowers. Plant in shallow water and it will grow luxuriantly and bloom all summer. Leaves are heart shaped—about 1 to 2 feet tall.

\$1.00 per doz. \$6.00 per 100.

THALIA DEALBATA—A very handsome and useful plant with leaves similar to Cannas and with tall spikes of purple flowers which later change to purple seeds. It is quite hardy and does well in water not over 12 inches deep when planted in good soil. Its height of five to seven feet makes it well suited for corner or center decoration.

\$2.40 per doz. \$19.00 per 100. Retail 50c to \$1.00 each.

OXYGEN PLANT COLLECTION No. P-101

Contains 36 assorted Oxygenating—or underwater plants—in six varieties each kind tagged. (Our selection but not over six of one kind).

COLLECTION No. P-101 (36 Plants).....\$1.60

SHALLOW WATER PLANT COLLECTION No. P-102

Contains 40 assorted shallow water plants in 7 varieties. Our selection from these listings, each kind tagged. Includes 4 Thalia Dealbata and 4 Giant Arrowhead.

COLLECTION No. P-102 (40 plants).....\$2.60



Thalia Dealbata or Water Canna is a glorious Hardy Pool Plant, splendid for corners and tall center effects. All dealers can sell this plant. Retail for 50c to \$1.00 each.



Good Fishing Here!

GIANT GOLDFISH

POOl owners who want some BIG ones will be delighted with these special offerings of GIANT GOLDFISH. At these low prices you can really sell them and make a good profit, but be sure to ORDER EARLY, as our stock is limited—and WE DO NOT GUARANTEE 100% LIVE DELIVERY ON BREEDING GOLDFISH OR GIANT GOLDFISH AFTER APRIL 30th. All large fish ship better while weather is cool and we can send more in a can, which makes express charges cheaper—another reason to order the big ones in March and April. (Prices subject to change without notice.)

GIANT COMMON GOLDFISH AND COMETS MIXED

	Each
Size, 7 to 8 inches.....	\$.30
Size, 8 to 10 inches.....	.45
Size, 11 to 14 inches.....	2.25

UNCOLORED GOLDFISH

Speaking of big ones reminds us of the big ones still to be caught on hook and line. Uncolored Goldfish are extensively used for fishing and are extremely hardy for this purpose. We have a limited supply of these fish available for shipment in March, April, November and December only. Orders for uncolored Goldfish (called Silverfish) should be placed a little in advance. These fish are good for mosquito control in lakes and larger pools and very inexpensive. Quite a few will turn "Black and Gold" the first Summer spent in a pool.

UNCOLORED GOLDFISH

Size, 2 to 4 inches.....	\$1.50 per 100
Size, 2 to 5 inches.....	2.00 per 100
Size, 3 to 5 inches.....	2.50 per 100

NOTE—A deposit of \$1.00 per 100 fish, additional to the above prices, should be sent with orders from customers unknown to us. This is to insure the return of shipping cans which are in some cases worth more than the value of fish sent. This deposit will be refunded (or credited, if you prefer), as soon as the cans are returned to us.

.. Hardy Water Lilies ..

(Genus *Nymphaea*)



"ATTRACTION"
A Giant Hardy Water Lily

ADD GRACE AND CHARM TO EVERY PLACID WATER SURFACE

ONE or more specimens of the Hardy Water Lilies should be in every pool. Fish and plants belong together and each profits by the other's presence. Lily leaves shade the Goldfish on hot Summer days, and the fish in turn reciprocate by eating up the bugs as rain (or your hose) washes them from the surface of the leaves. Water Lilies will adjust themselves to small changes in water level. If their general requirements of rich soil, shallow water and sunny location are met, very little attention will be necessary thereafter. (See detailed instructions for care and planting of lilies, page 23.)

The varieties we list here are quite hardy and well adapted for pools or ponds. They begin to flower very early in the season. In our vicinity blooms begin to appear in April and continue steadily until October. All lilies properly tagged when shipped. Five of a Kind at Ten Rate. No extra charge for packing.

WHITE

ODORATA—A native American Water Lily. It is a vigorous, prolific grower and has especial merit in outdoor ponds. Being the most inexpensive of lilies, it is a good variety to experiment with or to plant where quantity is needed for effect. Flowers are pure white and quite attractive.

7 for \$1.00. No less sold. \$1.40 for 10. Retail 35c to 50c each.

ODORATA MINOR—The dwarf native white water lily, similar to *Odorata*, but small. Very dainty and suitable for tubs and small pools.

7 for \$1.00. No less sold. \$1.40 for 10. Retail 50c to 75c each.

GLADSTONE—This is the finest pure white lily. It bears an abundance of dazzling white flowers, 6" to 8" in size, having broad petals and yellow stamens. It is a very strong grower.

85c each. \$8.00 for 10. Retail \$1.50 to \$2.00 each.

MARLIAC WHITE (Albida)—A very desirable white lily. The stamens are light yellow, sepals touched with pink, blooms continually through the season. Leaves are light green on top, dark red underneath while young. Beautifies any pool.

75c each. \$7.00 for 10. Retail \$1.50.

YELLOW

MEXICANA—This is a very hardy lily in our latitude. It will survive periods of drought and even actual freezing of the pond bottom will not exterminate this variety, though it will seriously retard its growth for a season. Propagation is by long runners, and the plants are of vigorous habits. Flowers are a beautiful light yellow, size about 3" to 4". Leaves are dark green, with dark red blotched under surface.

7 for \$1.00. No less sold. \$1.40 for 10. Retail 50c to 75c each.

CHROMATELLA—This is considered the finest hardy yellow water lily that is grown. Canary yellow petals, deep yellow stamens and beautiful mottled green and brown leaves. A prolific bloomer until frost.

60c each. \$5.00 for 10. Retail \$1.50 each.

SUNRISE—An enormous and very fine yellow of recent introduction. As its name suggests, Sunrise is an early bird among the water lilies and opens its large Chrysanthemum shaped flowers early in the morning. Petals are long, narrow and crinkly, leaves very oval with wavy edges colored dark green above and red flecked with dark red brown below. This is an aristocrat of Hardies.

\$2.00 each. \$20.00 for 10. Retail \$3.00 to \$4.00 each.

PINK

W. B. SHAW—A magnificent strong growing fragrant lily of a rich, clear, rose pink color which blooms continually. Make this a leader. (Darker pink than *Odorata Rosea*.)

2 for \$1.00 (no less sold). \$4.00 for 10. Retail \$1.50 each.

MARY—A small pink lily to be used in small pools and tub gardens. Very dainty and well liked for small places.

2 for \$1.00 (no less sold). \$4.00 for 10. Retail \$1.00 to \$1.25 each.

ODORATA ROSEA—A vigorous fragrant lily native to Cape Cod. Flowers are 5 to 6 inches across and a delicate pink color.

2 for \$1.00 (no less sold). \$5.00 for 10. Retail \$1.50 each.

HELEN FOWLER—A freely flowering deep pink lily, bearing flowers on a stiff stem above water. It is the best hardy pink lily for cut flowers and is suited to a small pool or tub, as leaves are not large.

65c each. \$6.00 for 10. Retail \$1.25 to \$1.50 each.

ROSE AREY—A beautiful deep cerise pink, large flowers with pointed petals. One of the choicest pink Hardies grown. Flowers up to 8" across at times.

\$0.85 each. \$8.00 for 10. Retail \$1.75 to \$2.00 each.



ROSE AREY—This photograph taken at "LAKEVIEW" shows the distinctive pointed petals of this choice dark pink hardy lily. It is a beauty.

For Pools and Ponds

APRICOT (and Changeable Colors)

AURORA—A changeable color, as its name implies. It varies from amber yellow to red orange and then deep red the third day. It is semi-dwarf in habit and suited for confined pools or tub gardens.

75¢ each. \$7.00 for 10. Retail \$1.25 each.

PAUL HARIOT—A very choice lily suited to small spaces bearing an abundance of flowers. The first day they are a light yellow, then change to rose pink and then to a deep copper red. Flowers of different ages present a different appearance. This lily does well nearly anywhere.

\$1.20 each. \$10.00 for 10. Retail \$2.50 each.

COMMANCHE—A comparatively new variety of the changeable hue, varying from apricot to a deep copper bronze, with glowing red tints as the flower matures. The stamens are orange colored, and leaves olive green. Vigorous, free flowering and with the unusual habit among hardy lilies of holding its flowers above water.

\$1.35 each. \$13.00 for 10. Retail \$2.50 each.

RED

JAMES BRYDON—This is one of the best of the earlier American varieties and still unsurpassed. Flowers are large, cup shaped, full petaled and of brilliant rosy crimson color. Leaves are very ornamental and the plant is vigorous and free flowering.

\$1.35 each. \$13.00 for 10. Retail \$3.00 each.

ATTRACTION—This recent French hybrid is one of the largest hardy water lilies in cultivation and a remarkable bloomer. The petals are garnet red, shading to mahogany as the flower ages. The sepals are white, the stamens yellow. Size of blossom, 8" in diameter.

\$2.25 each. \$21.00 for 10. Retail \$3.50 each.

GLORIOSA—Flowers are dark carmine red, beautifully formed and very fine for cutting as they will open four or five days when floated in a bowl (as all water lily blossoms should be shown when cut). Flowers are delightfully fragrant and are produced continuously throughout the season. The leaf spread of Gloriosa is smaller than "Attraction," but its flowers nearly as large, so that it is better adapted to smaller spaces than "Attraction."

\$1.75 each. \$17.00 for 10. Retail \$2.50 to \$3.50 each.



PAUL HARIOT—Notice the splendid leafage and the compactness of this two-year-old plant. Photographed at "LAKEVIEW."



JAMES BRYDON—A beautiful dark red Hardy, characterized by its lovely cup-shaped flowers and rounded buds. Leaves are dark red-green. Photographed at "LAKEVIEW."

HARDY WATER LILY COLLECTIONS

COLLECTION No. L-201

Fifteen inexpensive Hardy Water Lilies in five varieties all tagged. (Includes 3 each—Odorata, Odorata Minor, Mexicana, W. B. Shaw and Mary). A LEADER FOR 1933!! (Retail value over \$12.00).

COLLECTION No. L-201 (15 Hardy Lilies).....\$4.00

COLLECTION No. L-202

Ten Hardy Water Lilies all different. Includes two white, two yellow, two pink, two apricot and two red. All tagged. (Retail value over \$14.75).

COLLECTION No. L-202 (10 Hardy Lilies).....\$6.50

COLLECTION No. L-203

One each of the 12 Hardy Water Lilies listed on page 8, each plant tagged. (Retail value over \$16.85).

COLLECTION No. L-203 (12 Hardy Lilies).....\$6.95

COLLECTION No. L-204

One each of the six Hardy Water Lilies listed on page 9, each plant tagged. (Retail value over \$15.75).

COLLECTION No. L-204 (6 Hardy Lilies).....\$6.95



MEXICANA—An inexpensive medium-sized hardy yellow lily with a remarkably effective method of reproduction by runners. Photographed at "LAKEVIEW."

Tropical Water Lilies

(SEE NOTE BELOW)

There is no hardy blue water lily, but there are many blue tropicals. These are the so-called "tender" lilies of vivid color. Being natives of the tropics, they cannot survive frost and Winters in our climate, but bloom wonderfully during the Summer. They are supplied AFTER JUNE 1ST as potted plants and are best treated as annuals to be replaced yearly. They bear their flowers on stout stems well above water and are very free flowering.



TROPICAL WATER LILY "JUNO"—This is a typical Tropical Water Lily Picture taken at "LAKEVIEW" in Summer. The Tropicals are steady bloomers from the middle of June (up North) until frost. With their gorgeous flowers and splendid large leaves they are among the Aristocrats of the Aquatic Plant World.

PLEASE NOTE:—Tropical Water Lilies are grown in Green-houses in heated tanks. They cannot be shipped before June 1st because they need warm water to grow in and would be greatly stunted by planting in cold water (under 68 degrees temperature). Pools need not be drained to plant these lilies in boxes. (See note on planting lilies, page 23). On special request we can ship to Southern States about May 15th.

TROPICAL WATER LILY COLLECTIONS

COLLECTION No. TL-301

Six Tropical Lilies in the National Colors. Two each: Frank Trelease, Juno, Blue Beauty. Each plant carefully wrapped and tagged.

COLLECTION No. TL-301
(6 Tropical Lilies).....\$5.00

COLLECTION No. TL-302

Eight Tropical Lilies.—One of each of the varieties listed on this page and one extra Dauben. Each plant carefully wrapped and tagged.

COLLECTION No. TL-302
(8 Tropical Lilies).....\$6.00

BLUE

BLUE BEAUTY (or Pennsylvania.)—This is perhaps the largest selling blue Tropical Water Lily grown. Color, deep blue, blooming during the day—flowers up to 12 inches diameter and many of them.—Yellow stamens and leaves slightly speckled with brown.

\$0.85 each. Retails \$2.50 each.

DAUBEN.—A small light blue day bloomer producing young plants from its leaves. (This method of reproduction is called "Viviparous.") Small enough for tubs or even aquarium use.

3 for \$1.25. (No less sold.) \$4.00 for 10. Retails \$1.25 to \$1.50 each.

AUGUST KOCH.—A vigorous lavender day bloomer. A viviparous lily producing a profusion of flowers 7 to 8 inches across, which remain open four to six days.

\$0.85 each. Retails \$2.50 each.

WHITE

MRS. GEO. H. PRING.—One of the most popular White Tropical day bloomers. Flowers 8 to 10 inches across under favorable conditions, but can be used in small pools, too.

\$1.00 each. Retails \$2.50 each.

JUNO—This is a beautiful hybrid developed from the Egyptian White Lotus Lily. Flowers are 8 to 12" with broad, wide-open petals exposing a mass of yellow stamens. JUNO is a NIGHT BLOOMER. Its flowers open in the evening and remain open until morning. Each \$1.00. Retails \$2.00 to \$2.25 each.

PINK

MRS. C. W. WARD.—A very lovely rose pink day bloomer. Vigorous and a prolific bloomer.

\$1.00 each. Retails \$2.50 each.

RED

FRANK TRELEASE—A beautiful dark red night blooming lily. Flowers are a brilliant dark crimson 8 to 10" in diameter. Stamens are a dark mahogany color. Leaves dark red-green on top, greenish underneath. 85c each. Retails \$1.50 to \$1.75 each.



The pool is always the center of interest in a Formal Garden. This is a particularly fine example.

The Sacred Lotus

(See Note Below)

WE have all heard of the Sacred Lotus of the ancient Egyptians. Today this plant is available exactly as it grew four thousand years ago. To those who have not seen this fascinating plant, our description of its handsome shieldlike leaves, its gorgeous flowers, its large and interesting seed pod, will be the more interesting when told that the lotus is a vigorous grower as soon as it becomes established. The plants are hardy and grow under the same conditions as the hardy water lilies. They are admirably suited for planting in a sunken tub or half-barrel filled up to four inches of the top with rich soil. It will only be necessary to keep adding water as it evaporates. The leaves and flowers are borne on long stems high above water so that they will form a beautiful center or corner decoration for a pool. In planting the lotus, care should be taken not to break the growing point from tubers, therefore press into the soil gently, cover with a small flat stone and restrict them to a given area if planted in an open pond so as to prevent choking out other plants.



NELUMBium OR LOTUS

EGYPTIAN LOTUS (Nelumbium Speciosum)

The true lotus of the ancient Egyptians. It has immense fragrant pink flowers and is hardy.

Tubers, 80c each; Retail, \$1.65 each

Potted plants, \$1.25 each; Retail, \$2.65 each

AMERICAN LOTUS (Nelumbium Lutea)

This is a superb variety with large yellow flowers attaining a size of 8 to 10 inches in diameter. It is sometimes known as "Water Chinquapin" in some of our Western and Southern States where it is native.

Tubers, 80c each; Retail, \$1.65 each

Potted plants, \$1.25 each; Retail, \$2.65 each



This picture taken at "LAKEVIEW" shows how the Lotus leaves stand high above water. Look carefully and you will see the Lotus buds and a big flower among the Cattails in the background.



A perfect example of an Informal Pool. Estate of Dr. H. P. Fisher, Philadelphia.

Could you imagine a more lovely garden scene than this? Yes—it is a concrete pool constructed in a natural hollow. The use of rocks and well-chosen shrubbery for planting around the pool completes the natural effect. Notice the Water Lilies, Cattails and Water Hyacinths in the pool.

PLEASE NOTE: Lotus is supplied as a tuber until May 15th only. Later in the Spring the plants have grown too much to be moved safely without their soil, and are then furnished as potted plants which makes them more expensive but surer to grow when planted. Plant the tubers about three inches under the soil in a horizontal position with the growing tip just exposed. (Do not break tip off). Cover tuber with earth and place a small flat stone over it (but not on growing point) to hold it down until the roots take hold. After May 15th Lotus is supplied as a potted plant only.

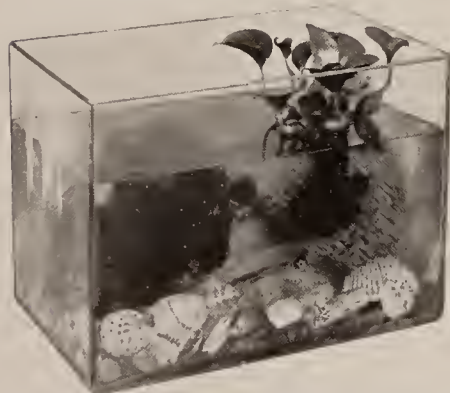
—NOW YOU CAN SELL THE FINEST SPAWNING PLANT FOR GOLDFISH!

LARGEST SELLING AND MOST USEFUL AQUATIC PLANT

Should be used in every outdoor Pool
 Retails from 10c each to 3 for 50c!



Here is one of our Patented Metal Shipping and Display Pans with 80 Regular Grade Water Hyacinths packed in it. Over 1,500 of these pans will display our plants this Spring. You should have one of them.



All fish feel at home when a Water Hyacinth (Nature's cradle for millions of fish) is placed in the aquarium. The plant needs sunlight, warmth and a bit of soil to grow, and the fish will have a real treat in nibbling the tender roots. Growing Hyacinths freshen the water by absorbing Carbon Dioxide and restoring Oxygen to it. They also provide shade for the fish. Water Hyacinths must be allowed to float freely at all times, and will then force their root tips into any available soil for nourishment and anchorage.

GUARANTEE

We GUARANTEE to ship you best quality plants and to have them arrive in good condition. If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them Express Collect to Mt. Airy, Cincinnati, Ohio, same day as received, and we will return your money in full, including any express charges paid by you. Should the damage have been caused by improper handling by the Express Company, hold shipment, get signed "Received in Bad Order" slip from the expressman and advise us full details at once. We try to ship all plants true to name. In case of error we will adjust our mistake, but we will not be responsible for more than the amount paid us for item proven untrue, nor can we guarantee growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water and general care.

THE LAKEVIEW PONDS
 (R. C. Dolle)



ONE OF OUR LARGE PONDS OF AQUATIC PLANTS (in Bloom)
 The two men are cultivating an area of Water Hyacinths. Hardy water lilies in the foreground.

WATER HYACINTHS grow rapidly in warm water with plenty of sunshine, where their roots can trail in rich soil for nourishment. Being rapid growers and inexpensive plants, they are admirably suited to the needs of Aquarists and for all kinds of "Water Gardens."

Water Hyacinths are native to Tropical Countries and hence die during the winter (except where protected in Greenhouses and most favored positions) but, because they give more than full value for the low price at which you can profitably sell them, your customers will come back for more each Spring. Hence you can make Water Hyacinths your entering wedge for many other profitable sales for Goldfish pools each year.

* SPECIAL COMBINATION OFFER *

One Metal Display Pan and 155 Water Hyacinths to be sent in one or two lots, as specified.

THE BEST START FOR ANY STORE WITHOUT ONE OF OUR DISPLAY PANS

- 1 Shipping and Display Pan (which you can keep)—
 Made of heavy gauge galvanized sheet metal, reinforced top and bottom and fitted with two strong handles. Size 20" x 24" x 8" deep—good for a dozen other uses in any Retail Store.
 Single pan (as shown above, top left).....Value \$2.50
- 80 Regular Grade Water Hyacinths (packed in the pan)Value 3.00
- 75 Regular Grade Water Hyacinths (to be shipped ten days later, or as specified).....Value 2.75

* All this for Only \$6.75 * Value \$8.25

* (If Extra Choice plants are preferred in this offer, we will ship 60 plants in the pan and 60 plants later.)

WARNING

—Do not be deceived by any offerings of Water Hyacinths at cheaper prices than the above. THERE IS NO PROFIT IN INFERIOR PLANTS AT ANY PRICE! WE SHIP THE CHOICEST WATER HYACINTHS ON THE MARKET, at the most reasonable prices, considering their fine quality. That's why we believe we ship more of them each Spring than all the other shippers put together! Complete instructions for care in stores and in pools furnished with every box of plants we ship.

NOTE:—Should any WATER HYACINTHS develop yellow leaves from standing too long in poor light indoors, you can break them off to restore fresh appearance of plant. If the last few plants are wilted, you can sell at half price to clean up, and you can assure purchaser they will revive and reproduce healthy plants if planted outside, as per circulars. Plants should have the leaves sprinkled at times, as they like moisture above water, too.

FOR 1933



Beautiful
 Colored
 Counter
 Cards
 Furnished
 Free To
 Dealers.



This cut shows the beautiful orchid-like flower, the feathery, luxuriant roots so excellent for receiving goldfish spawn, and also a small plant developing from a runner.

STANDARD SIZE CASES

Special Prices Effective April 1 to October 15

April 1 to June 15 shipments by Fast Express from Our Farm in Northern Florida.

All choice young plants, fresh, clean roots and leaves, very carefully packed as follows (free circulars for customers packed with every box):
 PER BOX

- 50 Regular Grade Water Hyacinths.....\$1.75
- 75 Regular Grade Water Hyacinths..... 2.65
- 100 Regular Grade Water Hyacinths..... 3.50
- 120 Spawning Grade Water Hyacinths (no less sold).. 2.70
 (Good Plants selected for spawning, with good roots, but leaves not quite as choice as Regular Grade. Fine value.)
- 50 Extra Choice Plants..... 2.25
 (Larger Size; Larger Leaves; Larger Roots; Extra Select)
- 90 Extra Choice Plants..... 4.00
 (Larger Size; Larger Leaves; Larger Roots; Extra Select)

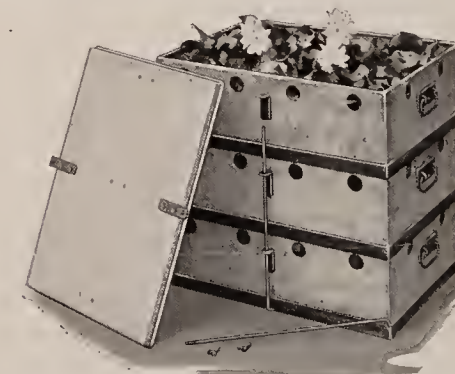
TERMS ON WATER HYACINTHS:

Net cash with order. No shipments sent C.O.D. All plants shipped Express Collect from our shipping points, Northern Florida, April 1 to June 15; Cincinnati, June 15 to October 15. Prices quoted above effective during Hyacinth Season only, April 1 to October 15.

*The selling price of plants in our combination offer at 10c each is \$15.50, and the Display Pan costs only \$1.00 in addition to the regular price of plants. It will last for years and save you many times its cost in cutting down the spoilage of plants in your store. Can be used for other displays, too.



This is a Counter Display made in a busy store in May. Most stores have only one pan on the counter. Nearly all plants are without blossom when shipped, but some buds are included in each lot as soon as plants begin to bloom. Pet Stores, Seed Houses and Florists have an advantage in keeping plants fresh if they will put the pan outside during nice weather, or where it will get sun and air.



This cut shows three of our metal pans nested together for shipment to a large store. Most stores need only one pan, which carries 80 regular grade plants and is covered with a lid. Though Hyacinths will grow like weeds at times, they must be shipped carefully to arrive in good condition. We have spent many years and thousands of dollars to perfect our shipping equipment.

WATER HYACINTH

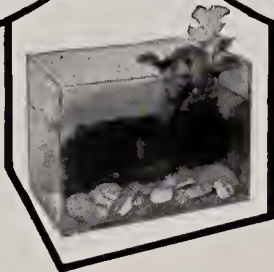
*"A Tropical Plant with Flowers of
Rarest Orchid Texture"*

THREE WAYS OF GROWING IN SPRING



PART OF A LARGE GOLDFISH
AND LILY POOL

Showing WATER HYACINTHS in bloom. Ten plants covered half the pool by Fall. (Six plants are enough for smaller pools.)



CENTER:

A house Aquarium with one WATER HYACINTH. This plant was introduced in Spring and the Aquarium placed to get morning sunshine at an open window. Two new plants and a blossom were produced.

The WATER HYACINTH is not only the cheapest of the attractive aquatic plants, but is also the most luxuriant of all floating plants and among the most beautiful and useful of all plants adapted to the garden pool. In its natural habitat it multiplies so rapidly that at times they completely cover the water surface of small creeks and lakes. When in bloom they present a magnificent sight.

The roots of the Water Hyacinth are most preferred by Goldfish for spawning and indeed by many other fresh water fish inhabiting rivers and lakes. They also afford SHADE AND SECURITY for all fish in pools and serve to propagate certain insects which serve as food for small fresh water fish. AQUATIC PLANTS ARE NECESSARY IN EVERY POOL OR AQUARIUM WHERE FISH ARE KEPT.



A COMMON GALVANIZED WASH
TUB SUNK IN THE GROUND
WITH THREE INCHES OF
SOIL IN THE BOTTOM

This tub was placed where it had plenty of sunshine and was kept full of water. Three plants completely filled it in July and produced many blossoms. A few Goldfish may also be placed in such a tub.

When placed in an OUTSIDE POOL or tub, the growth and beauty of these plants is remarkable. The usual practice in concrete pools is to introduce some earth confined to a shallow portion of the pool by submerged rocks or a box so that the water will cover it from four to six inches. Plants are allowed to float over this soil area until the roots take hold, after which no attention is needed. SIX PLANTS IN ANY SUITABLE POOL WILL PRODUCE OVER ONE HUNDRED PLANTS BY MID-SUMMER which will grow, bloom and multiply unaided and unattended.

For INSIDE AQUARIUMS or BOWLS it is best to have a handful of earth in the bottom and place where the plant will get sunlight part of the day. Allow the plants to float with the roots hanging free. Wipe off the leaves occasionally with a wet rag.

NOTE:—Outside plants must be protected during late Spring frosts. Place in pools when water temperature is around 60° or more. If frost threatens, cover with burlap or any light covering.

© 1928, R. C. Dolle.

Form W. H. 12

The above is an exact copy of our FREE CIRCULARS which we pack with every box of plants. See that each customer gets one, so the plants will give maximum satisfaction. Nearly all of our Water Hyacinths are retailed at 10c each, \$1.20 per dozen, but some stores sell at 2 for 25c. For Best Trade you can order Extra Choice Plants and sell 3 for 50c.

NORTH — SOUTH — EAST — WEST

Lakeview Fish and Plants Please Dealers and Owners

Rowayton, Conn.
November 5, 1932.

"The Goldfish arrived in perfect condition—every one alive and well. Only one was a little train sick, but he is O.K. now. It is the nicest order of fish I have ever received for the money spent, and you certainly are going to hear from me again if all of your orders are as fine as this one."

Bonnie Brook Gardens.

Schenectady, N. Y.
October 5, 1932.

"Very well pleased with order of Goldfish. We returned can today. Will re-order as soon as more are needed." Martins Pet Shop.

Sioux City, Iowa,
Sept. 31, 1931.

"Your stock was very good and we were well satisfied. We are intending to deal with you again."

Sunset Nursery.

Tazewell, Va.,
June 17, 1931.

"I want to thank you and compliment you on the nice shipment of fish that you sent me. I have ordered fish from a number of different places, but I have never gotten anything like you sent me for the same amount of money. I certainly know where to go to get my money's worth now."

H. W. Pobst.

Lumberton, Miss.,
February 15, 1932.

"We are more than pleased with the fish you sent. They are by far the peppiest lot of fish we have ever received. There was only one in the lot that seemed sick or stupid and we think it will pull through. Thanking you for the lot of fish you sent and thanking you for the information wished."

W. & H. Greer.

Springfield, Ill.,
September 30, 1931.

"Recently I placed an order with you for fish and they arrived in fine condition and I am taking this opportunity to congratulate you on the fine way in which you manage your business. Wishing you success, I remain,

M. D. Wing.

Fredericksburg, Va.,
September 18, 1932.

"This is our largest order to you. We have tried out stock from several fisheries, but are strongly of the opinion that yours excell."

Elkins Flower Shop.

Ames, Iowa,
May 14, 1932.

"Please rush 100 best grade Water Hyacinths. Yours very best I ever get."

Ed Coe.

Charleston, W. Va.,
October 12, 1931.

"Received shipment in fine order. I thank you for the fine specimen fish you selected."

E. R. Hern.

Atchison, Kansas,
December 3, 1931.

"Shipment of Plants and Fish came through O. K. Fish were very best quality and size I have ever seen for the money. You may expect another order soon."

J. R. Colgan.

Read What They Say!

OUR WATER HYACINTHS WILL PLEASE YOUR CUSTOMERS, TOO!!

St. Paul, Minn., September 16, 1931.

I bought four Water Hyacinths here in St. Paul and had them in a tub in the yard. They had about twelve blooms.

Mrs. F. G. Millin.

West Auburn, Mass., October 20, 1931.

In the Spring I purchased a Water Hyacinth which has multiplied many times. I placed the plants in a tub where I imagine they would have doubly multiplied had they had more room.

Frederica M. Starr.

Louisville, Ky., November 7, 1931.

I bought three Water Hyacinth plants this Spring from one of our local stores and I must say that I never have had such wonderful results in all the years that I tried to raise them. I put the three plants in a wash tub which I sunk in my flower garden and put five small Goldfish in the tub. The plants multiplied so fast that I had to transfer some to another pan as large as my tub. Then I began putting several plants each in large size cracker cans and distributed them among my friends and I heard from all of them how well they bloomed and grew. I am writing to tell you that these were plants from your ponds as I learned from circular which came with the plants. Thanking you, I am,

Mrs. M. L. Kendall.

DEALERS, NOTE—Water Hyacinths are ANNUALS—In all our Northern states. Frost kills them each year and they are a leading replacement item each Spring. Water Hyacinths cannot survive frost in any locality except the extreme southern fringe of the United States.

BOOKLETS AND BOOKS

To Answer All Questions

GOLDFISH AND THEIR CARE—

Also Describing Tropical Fish.

By O. C. Beldt.—1932 Edition.

24-page modern booklet. Well illustrated. One copy, 15c. Dozen, 75c.

THE A. B. C. OF THE FISH FANCIER

By Irmis Barret De Nazaris—16 pages.

Answering the problems of Aquarium management in question form. 99 questions answered. One copy, 20c; Dozen, \$1.80.

GOLDFISH VARIETIES AND TROPICAL

AQUARIUM FISHES—By Wm. T. Innes.

This is the recognized authority on Aquarium Fishes and kindred subjects. 300 pages—275 illustrations. Cloth, Gilt Top. Per copy, \$4.00.

THE MODERN AQUARIUM—By Wm. T. Innes.

A condensed book by the same author as above and treating Goldfish, Tropical Fish and Aquarium Plants. 65 pages. Illustrated. Each, \$1.00.

WE send complete instructions with all our aquatic plants. Our folder "SOME NOTES FOR WATER GARDENERS" is a small illustrated leaflet giving instructions on the planting of Water Lilies, and other Water Plants. We can supply this folder without our name, to dealers as follows:

25 Copies .15c Postpaid
100 Copies .50c Postpaid
500 Copies \$2.00 Postpaid

SOME NOTES for Water Gardeners



A sectional drawing of a Tub Garden showing, left to right, Iris, Water Hyacinth, Goldfish, Hardy Water Lily, Oxygenating Plant, Snail, Indian Arrow Head, Cattail, Baby Turtle on rock, and Iris. Such tubs at a sunny location are very inexpensive and will provide an interesting miniature water garden and much fun.

CAUTION: New Tubs or New Cement Pools should be filled with water for at least Ten days to soak out injurious substances in new wood, new galvanizing or new cement and this water then drained off. After this seasoning period, wash out the pool with water only then add soil, fish and plants.

Philadelphia, Pa.
May 7, 1932.

"We will be very glad to hear from you by return mail as we expect to do considerable business on Hyacinths this year. We might mention in conclusion the writer is familiar with your Hyacinths, likes them, and would much rather have them than any others."

Cugley's Pet Shop.

Cleveland, Ohio.
March 2, 1931.

"Am well pleased with your aquarium plants and also your very good service."

H. Wilke Bird Store.

Marshall, Mo.
January 4, 1933.

"The last shipment of your fish was first class, and I believe we can trade from now on if the quality is continued. I have shopped around among your trade, and I find that the service, and quality of your fish are far above the average. Continue your service and it will work to the benefit of the both of us."

Marshall Floral Co.

South Vienna, Ohio.
June 18, 1932.

"Shipment of Moors and Turtles arrived yesterday in fine condition and we wish to thank you for the replacements sent along."

Hollandia Gardens.

West Milton, O.
April 21, 1931.

"Water Hyacinths arrived today and they sure are nice. Could use another 1,000 about the last of May."

A. G. Daum.

Wichita, Kansas.
May 22, 1932.

"I have been well pleased with all the grades of plants. Next year I will depend on you for Hyacinths and will expect to use many more than this year, as people have found that I have the nicest in town. Please rush this 100 and oblige."

Livingston Flower Gardens.

Ferndale, Mich.
September 29, 1931.

"Send me Parcel Post C.O.D. 50 bunches Cabomba, must be good. The last you sent me was the best I ever handled."

Oriole Pet Shop.

Nashville, Tenn.
June 10, 1931.

"Water Lilies received today in fine condition. Permit me to thank you for the fine plants and also the one extra. All my orders will go to you in the future. Thanking you again, I am,"

Mrs. Clara Artland.

San Angelo, Texas.
September 17, 1932.

"We are shipping can today. The fish arrived O.K., only one dead. They were fine and we have made several sales already and more people have promised to come and buy."

Veck, Pioneer Florist.



JAPANESE SNAILS—These are the largest of the aquarium snails and are entirely hardy in a pool. They are better able to resist their natural enemies because when they retire into the shell for protection they can close their trapdoor to all intruders. The young snails are fully formed and have their own small shell when released by the parent. Active eaters of algae and green scum.
Medium, \$2.50; Large, \$4.00 per 100.

RED RAMSHORN SNAILS—These are very active algae eaters and show up at their best in a well planted aquarium. The body and shell are coral red. They grow to be about 1 inch in diameter. Rare and desirable.
Size about ½", \$8.00 per 100. (Not always in stock.)

BLACK RAMSHORN SNAILS—These are very similar to the valuable Red Ramshorn Snails but are much more hardy and are very prolific. Good for aquariums or pools.
Size about ½", \$1.50 per 100.

BABY GREEN TURTLES—These little fellows are about 2 inches in diameter and come in assorted colors.
\$1.00 per doz.; \$8.00 per 100.

JAPANESE RED-BELLIED SALAMANDERS—Harmless; attractive; same care as turtles. Back, jet black; belly, red.
\$1.00 per doz.; \$8.00 per 100. Retail 25c.

AMERICAN SALAMANDERS—A harmless native water newt. Back covered with red and black dots. Belly, yellow spotted with brown.
\$1.00 per doz.; \$8.00 per 100.



Young "Angel Fish" in an aquarium.

Snails, Scavengers, Etc.

SNAILS and Tadpoles should be in every aquarium or pool. They are the clean-up squad and help greatly to maintain healthy conditions in the water. The snails eat algae and green scum and tadpoles eat decayed matter and surplus food. Tadpoles must be shipped in water with your Goldfish or in a separate can by express. Try to give these animals same care as Goldfish, *i.e.*, do not subject them to sudden temperature changes.

Where dozen prices are quoted, fifty at hundred rate. Where prices are quoted per 100 only, smaller quantities supplied at same rate. No extra charge for packing.

TADPOLES—These are the green frogs in the tadpole or undeveloped state. They will develop legs, lose the tail and become baby frogs during the summer. Meanwhile they are scavengers and eat decaying materials. Tads must be shipped in a can with water, but we make no extra charge for it for this purpose. \$1.50 per 100.

GREEN FROGS—A natural accessory for every outdoor pool. Like turtles the frogs need some place to rest above water, so provide a flat board or protruding rock until the lilies grow. Insects are the natural food of frogs.
Small size, 90c per doz.; Large size adults, \$1.80 per doz.

BABY ALLIGATORS—We can supply these youngsters about 7 to 8 inches long, but do not specially recommend them in small pools where young fish are present, as they are perfectly able to eat whatever they can catch in the water. They are, however, harmless to handle and will become quite a pet.
\$1.00 each.

FRESH WATER CLAMS—Size 2 to 4 inches. These fresh water mussels are in demand for pools, as they help keep the water clear by constantly straining out food particles. Keep them in sand; not too warm, and in old "Green Water," if you have it.
\$0.60 per doz., \$4.00 per 100.

WEATHER FISH—A curious Japanese Scavenger resembling a tiny eel-like fish. Adults, 4 to 6 inches. They pick up sand in their mouths and clean it. Hardy, and used in Aquariums or Pools. (Out of season July to October).
\$10.00 per 100.

Tropical Fish

WE HAVE JUST started to grow some of the more popular varieties of TROPICAL Fish in our Greenhouses. For the present we can offer the following varieties at wholesale. If you expect to be interested in these for Fall, we will be glad to have you write us and we will give you our Fall quotations on a larger variety than now on hand.

During cold weather Tropical Fish are shipped in insulated thermos jugs, at other times in insulated cans which are to be returned same as Goldfish cans. The return rate is 20c per can by Prepaid Express. Orders for Tropical Fish amounting to less than \$3.00 must carry an additional remittance of 40c for small can which may be kept. *Tropical Fish are packed with the utmost care, but are forwarded AT RISK OF CONSIGNEE. We cannot replaee losses on Tropical Fish due to chilling below sixty-five degrees on the way.* Most of these fish are shipped during warm weather to avoid this risk. They should be kept in water of seventy to eighty degrees temperature.

	Dozen Fish	100 Fish
*Mosquito Fish " <i>Gambusia Affinis</i> "..Live Bearer ..	\$ 1.00	\$ 8.00
Guppy " <i>Lebistes Reticulatus</i> "..Live Bearer ..	.85	6.50
*Sail Fins..... " <i>Mollienisia Latipinna</i> "..Live Bearer ..	2.40	16.00
Blue Moons... " <i>Platypocilus Maculatus Pulchra</i> "..Live Bearer ..	3.00
Black Moons... " <i>Platypocilus Maculatus Niger</i> "..Live Bearer ..	3.60
Gold Moons... " <i>Platypocilus Maculatus Aurea</i> "..Live Bearer ..	3.60
Red Moons... " <i>Platypocilus Maculatus Rubra</i> "..Live Bearer ..	6.00
Mexican Swordtails... " <i>Xiphophorous Helleri</i> " }..Live Bearer ..	3.00
Asst. Orange, Green and Crescent Swords }		
Zebra Fish..... " <i>Danio Rerio</i> "..Egg Layer ...	2.00
Angel Fish..... " <i>Pterophyllum Scalare</i> "..Egg Layer ...	5.00
*Medaka..... " <i>Oryzio Latipes</i> " (Golden Color)..Egg Layer85	5.50
*Golden Fundulus..... " <i>Fundulus Chryosotis</i> "..Egg Layer ...	2.40	16.00

NOTE: Varieties marked (*) will stand lower temperatures and can be kept with Goldfish, as they will live in temperatures from 45 to 80 degrees, but are usually shipped separately.

Tropical Fish Accessories

Keeping Tropical Fish is becoming more of a hobby each year. These dwarf native fresh water fish are collected from various parts of the world and to keep them healthy is no trick provided you have the right equipment. We list here some of the items necessary for handling and keeping Tropical Fish.

- AQUARIUM SCRAPERS—For cleaning inside of aquarium without removing water, each.....\$0.35
- AQUARIUM SYPHONS—Glass, Automatic Starting, each.. .35
- Reservoir Dip Tubes, made of Glass (to lift out decayed matter, etc., from aquariums, without removing water):
- 16" long25c each Per Dozen, \$2.50
- Floating Thermometers, 4½" long, red mercury, Fahrenheit scale):
- (These retail 30c each) (not less than six) " " 1.50
- Glass Feeding Rings, square, small size.... " " .40
- Tropical Fish Nets, made of good grade Gauze on Wire Frame:
- Size 3 inches (No. 3—Page 18)..... " " .50
- Size 5 inches (No. 4—Page 18)..... " " 1.20

TROPICAL FISH FOOD

Best grade and best known mixture on the market, made for us by one of the largest Food Specialists in the country. This food has given fine results for many years.

(In Bulk only).....Per Pound, \$1.25

DRIED INSECT FISH FOOD

Another standard food for Tropical Fish:

(In Bulk only).....Per Pound, \$1.10

DRIED DAPHNIA

Very best grade clean, large Daphnia, imported from Germany.

(In Bulk only).....Per Pound, \$1.75

DRIED SHRIMP

Lakeview "FIVE FISHES" Brand Pure Sun dried Shrimp is put up in shaker top cans and in one pound cans. Specify "fine ground" for tropical fish.

FINE GROUND SHRIMP

- Dried shrimp in 1 ounce shaker top cans—
- Dozen\$0.65 Half Gross\$3.75
- Dried Shrimp in one-pound cans—
- Each55 Dozen 6.00

IMPORTED GERMAN FOOD (In small cans)

Here are two of the most celebrated German foods used by expert aquarists to feed newly born Tropical Fish and to keep them growing. GEHA comes in three sizes, 000 for baby fish, 00 for medium size fish and 0 for larger ones. Assorted sizes given unless otherwise specified. (Not less than one-half dozen of a kind sold.)

GEHA—in one-half ounce tin cans, dozen.....\$1.00

WELKE HAWELIN—in one-half ounce tin cans, dozen... 1.00

AQUARIUM HEATERS

We can offer a very cheap though efficient heater for dealers who want something inexpensive and can watch them. This heater consists of a glass test tube filled with sand in which a heating element is hermetically sealed. Guaranteed by the maker for one year. (Turn off when out of water.)

- SPECIAL HEATER No. 1—(Not automatic—25 watt.)
- To heat 5 Gallons. 70c each. Per dozen.....\$7.50
- SPECIAL HEATER No. 2—(Not automatic—40 watt.)
- To heat 10 Gallons. 70c each. Per dozen.....\$7.50
- THERMOSTAT—To regulate one to eight of the above heaters.
- Each \$1.85

AUTOMATIC HEATERS

Here is a new Automatic Heater with metal heating element for those who want a less expensive heater than the Westinghouse. Retail for.....\$3.50

AUTOMATIC HEATER No. 3-A—Each.....\$2.20

NEW REMEDY KILLS FISH LICE ON GOLDFISH

At times during the warm Summer months Goldfish become infested with a sucking parasite about 1/8 to 1/4" diameter called the "FISH LOUSE" which is easily visible. (See also Page 22.)

We can now recommend a new remedy for FISH LICE on Goldfish called "CESPPABA" which is furnished in tablet form. One tablet treats ten gallons of water. This remedy will kill fish lice on Goldfish (also Hydra in aquariums) and will not harm the snails or plants in the aquarium. To save expense in treating for fish lice, Goldfish should be in a small tank, which must, however, be large enough that they will not die from stale water while being treated. We find it takes about three days to drive all the parasites off the fish and about five days to kill the parasites in the solution. We can supply CESPPABA TABLETS at \$1.00 per dozen to dealers; or \$7.00 per 100. Complete instructions furnished with each lot.

AUTOMATIC AQUARIUM HEATERS

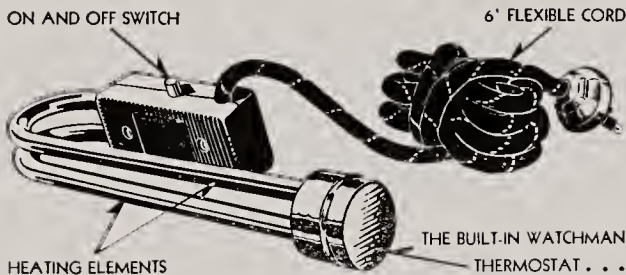
We are pleased to announce that we have been appointed a special agent to introduce the NEW WESTINGHOUSE AUTOMATIC AQUARIUM HEATER, specially designed for Tropical Fish Aquariums. This Heater works automatically, and will keep an aquarium of 5 to 30 gallons at about 78 degrees. (Use two Heaters for tanks of 50 gallons.) Rated at 75 watts. Very finest construction.

The Westinghouse name is your guarantee. (We recommend this to our dealers for store tanks.)



THE WESTINGHOUSE AUTOMATIC AQUARIUM HEATER is designed to hang over the side of the Aquarium. No drilling or special fitting to install it. Descriptive folders furnished. (Turn off when out of water.)

Retails.....\$6.95



The built-in Watchman Thermostat used in these Westinghouse Aquarium Heaters is the same dependable device that controls the operation of Westinghouse quality refrigerators, automatic irons, percolators, and other appliances.

SPECIFICATIONS

- For mean aquarium temperature of 80° F.
- For aquarium capacities of 4 to 30 gal.
- For aquarium height of 8½ in. and larger (can be used in smaller ones when in sloped position).
- Heater rated at 75 watts, 110 volts.
- Heater metal finished with heavy chromium plate (rust proof).

WESTINGHOUSE AUTOMATIC AQUARIUM HEATER (75 Watt.)

- Price each\$4.65
- Ten or more, each..... 4.25
- (The established retail price on this is \$6.95.)



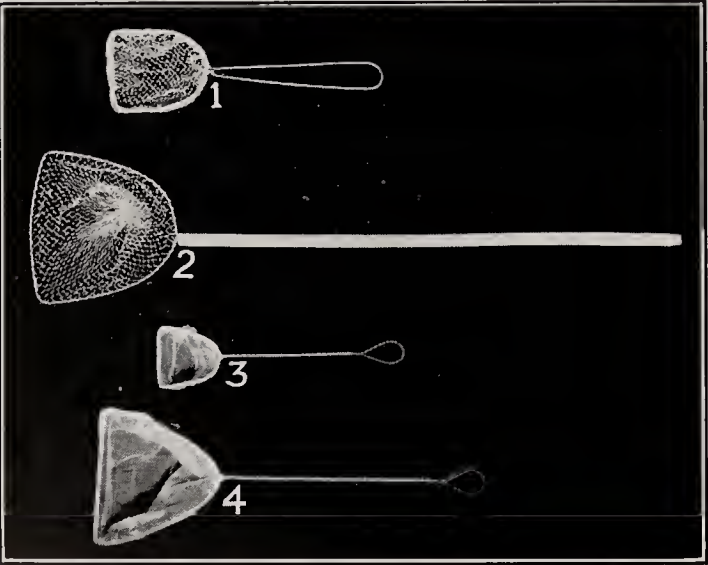
LAKEVIEW WAFER FISH FOOD

Packages contain twelve wafers (about 1½-oz.) of extra thick sheets, size 2⅞" x 2". RETAILS, 5 to 7c.



LAKEVIEW NATURAL FISH FOOD

These shaker top cans hold 1¼-oz. and RETAIL 10c.



AQUARIUM DIP NETS FOR GOLDFISH AND TROPICALS

(Our heavy, large outdoor nets are described on next page.)

Goldfish Foods - - -

When Supplies are ordered with Plants or Goldfish they will be shipped same way as balance of order except that all orders for supplies weighing over 100 pounds are sent by freight. Smaller lots can be sent by Parcel Post if wanted and if additional postage is sent.

Lakeview "FIVE FISHES" brand Goldfish foods are made of the finest ingredients packed in generous sizes and priced to sell at lowest figures at a profit. If you are not handling our foods notice these points:

WAFER FISH FOOD

"FIVE FISHES" BRAND WAFER FOOD (to retail 5c) is made of the finest EXTRA THICK Quality Primus Wafer. This wafer costs much more than some of the other wafers, but is THE FINEST GRADE WAFER ON THE MARKET and a much superior product. Retail.....5c to 7c

WAFER FISH FOOD—Per Doz., 35c; Per Gross, \$3.60. Packed in one gross cartons, weight 7 pounds per gross.

NATURAL FISH FOOD

NATURAL FISH FOOD in 1 ounce shaker top cans. Per doz., 60c; per half gross, \$3.40; per gross, \$6.50. Packed in half gross cartons, weight per half gross, 10 pounds.

PURE DRIED SHRIMP

"FIVE FISHES" BRAND PURE SUN DRIED SHRIMP is packed in Shaker Top Cans identical to the Natural Fish Food and is free from shells. It can be used for both Goldfish and Tropicals. For Goldfish it makes a good change in diet if fed at intervals, using Natural and Wafer as the regular foods. "Five Fishes" Brand Pure Sun Dried Shrimp is packed in 1 ounce shaker top cans and comes in two grades. *Medium ground for Goldfish and Fine ground for Tropicals.* Specify which kind. Retail, 15c.

PURE SUN DRIED SHRIMP in 1¼-ounce Shaker Top Cans. Per doz., 65c; half gross, \$3.75; gross, \$7.00. Packed in half gross cartons, weight per half gross, 9 pounds.

ONE POUND CANS FOR STORES AND POOLS

We also pack our "Five Fishes" Brand Natural Fish Food and "Five Fishes" Brand Sun Dried Shrimp in ONE POUND CANS with friction top. This makes a very economical package for store and pool use. Carry a few cans in stock for your customers; it will sell at a nice profit.

NATURAL FISH FOOD—1-lb. can (to retail 75c).
Each, 50c. Dozen, \$5.00.

DRIED SHRIMP—1-lb. can Fine Ground (For Tropicals). Each, 55c. Dozen, \$6.00.

DRIED SHRIMP—1-lb. can Medium Ground (For Goldfish). Each, 55c. Dozen, \$5.00.

DRIED SHRIMP—1-lb. can Extra Coarse (For Large Goldfish). Each 55c. Dozen, \$5.00.
(NOTE: Extra coarse grade shrimp packed in 1 pound cans only.)

TURTLE AND NEWT FOOD

In small cans to retail 10c to 15c each.

Dozen, 65c. Gross, \$7.00.
In one-quart cans. Will last you for months—each 80c.

DIP NETS FOR AQUARIUMS

	Per Dozen
No. 1—Double-stitched, heavy, well-made Goldfish Net, 4" diam., with 10" wire handle.....	\$.60
No. 2—Larger size Goldfish Net, 7" diam., with 21" wood handle	2.40
No. 3—Small size Tropical Fish Net, 3" diam., wire handle50
No. 4—Larger size Tropical Fish Net, 5" dlam.....	1.20

--- and Supplies

LAKEVIEW HEAVY DIP NETS

Recognizing the difficulty of obtaining a good outdoor net for pools, we offer the following:

These are well-made nets with heavy copper-plated rims, the best grade of netting attached with copper wire and with heavy hard wood handles. These nets are made by ourselves and the same as we use for our own work in pools and ponds. They are the best made nets obtainable. Frames will last several years, netting is renewable. (Prices F.O.B. Cincinnati.)

- No. 10—10" diameter round net with 15" wood handleEach, \$.85
- No. 11—11½" flat front net with 24" wood handleEach, 1.10
- No. 13—13" diameter round net with 24" wood handleEach, 1.10
- No. 16—16" diameter round net with 72" wood handleEach, 1.65

NOTE: In case you want a fine mesh net and wish to apply the material yourself, we can supply frames only at 25c less than price for net complete as above, but we do not supply these nets with other than standard ¼" mesh Goldfish netting.

NETTING FOR GOLDFISH, ETC.

We can supply best grade cotton netting as used in our Goldfish seines, nets, etc., as follows:

Quarter-inch mesh Goldfish netting, 36" wide, per lineal foot, 42c. (Ten or more feet at 38c per foot.) Add postage: weight is ½-lb. per square yard.

AQUARIUM ORNAMENTS

We offer three sets of ornaments in colored glazed china and a few numbers of unglazed ornaments of good designs, same as shown for sets No. 1 and 2 or similar. These sets are priced to retail 10c to 15c for set No. 1; 15c to 25c for set No. 2, and 35c to 50c for set No. 3 (not shown).

NOTE—Not less than one dozen sets No. 1 or No. 2 sold. Not less than half-dozen set No. 3.

- Set No. 1—Height 3" to 4". 6 styles. One doz. carton..\$.70
- Set No. 2—Height about 4". 6 styles. One doz. carton.. 1.00
- Set No. 3—Height about 5". 4 styles. One doz. carton.. 1.80

FANCY PLANT POTS FOR AQUARIUMS

These ornaments are very useful and attractive when filled with sand and used to grow Anacharis, Sagittaria, Vallisneria or Spatterdock. Very latest designs. The large open "Wall" ornament is called a "Food Guard," to be used in the center of large Aquariums. Surplus food, sediment, etc., collects in this enclosure and is easily syphoned off. (Not less than one-third dozen each will be sold separately.)

Number	Description	Price per Doz.
Plant Pot No. 4-C2	Conical, 2¼" taper, 1½"x2" high, unglazed	\$1.50
Plant Pot No. 4-TG3	Triangular, 3"x1¾"x1¾" high, unglazed	1.20
Plant Pot No. 4-T4	Triangular, 4½"x2½"x2" high, unglazed	2.40
Plant Pot No. 4-R4	Rectangular, 4"x2"x2" high, unglazed	1.80
Plant Pot No. 4-RG4	Rectangular, 4"x2"x2" high, glazed..	1.20
Plant Pot No. 4-R6	Rectangular, 5½"x2¼"x2" high, unglazed	3.00
Plant Pot No. 4-R8	Rectangular, 8"x2¼"x2¼" high, unglazed	4.80
Plant Pot No. 4-F4	Fish, 6"x1¾"x2½" high, unglazed...	3.00
Plant Pot No. 4-S8	Ship, 8"x2½"x3" high, unglazed....	6.00
Food Guard No. 4-W8	"Wall," 8"x4½"x1¼" high, unglazed	3.00

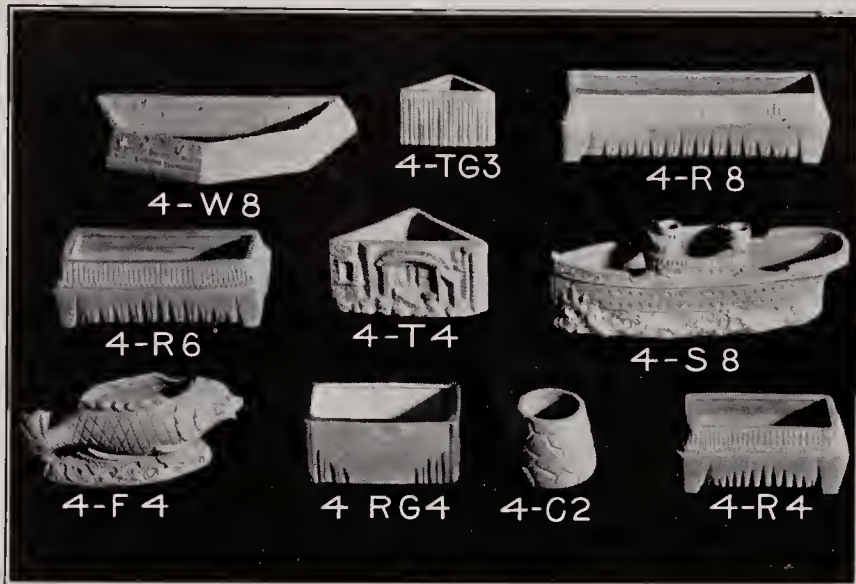
Set No. 4—One each of above ten choice ornaments as shown top right hand corner and described above, and two additional small pots No. 4-RG4 or No. 4-TG3, total 12 ornaments.

Set No. 4—One Dozen (no less).....\$2.85

PAPER PAILS (Waterproof)

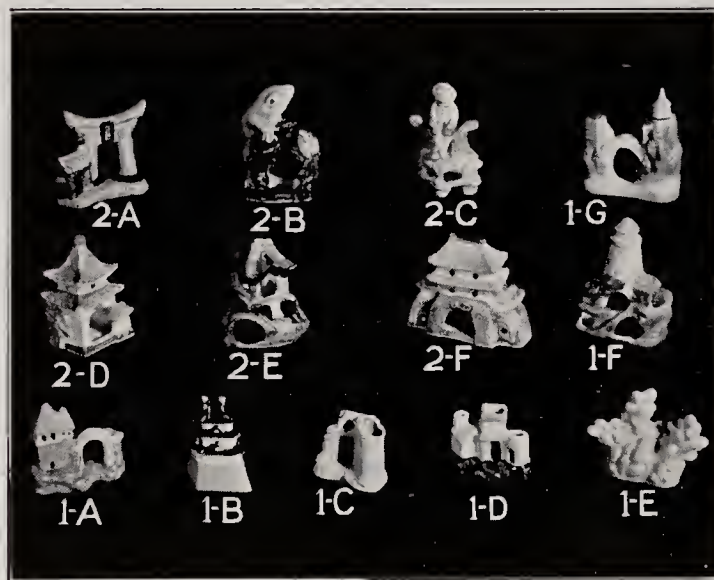
These are used in the trade for customers to carry fish to their homes. They can be used for small Goldfish and for Tropicals.

One quart size, per 100 (Not less than 100 sold).....90c



Set No. 4

Newest designs in imported Plant Pots for Aquariums. Very useful and ornamental. Retail 25c to \$1.00 each.



Sets No. 1 and No. 2

Aquarium Ornaments to retail 10c to 25c.



COLORED CHIPS FOR GOLDFISH AQUARIUMS AND BULB BOWLS (Waterproof)

Packed in very attractive individual retail packages, 6 doz. packages per carton. Weight, 60 lbs.
Dozen.....60c Half Gross.....\$3.50
IN BULK, per 100-lb. bag.....\$5.00

COLORED WHOLE SHELLS (Waterproof)

Packed in very attractive individual retail packages, 6 doz. packages per carton. Weight, 30 lbs.
Dozen.....65c Half Gross.....\$3.75
IN BULK, per 100-lb. bag.....\$8.50



Drum Type

PLEASE NOTE—Our responsibility on all aquariums, glassware, and ornaments, etc., ceases when we deliver packages to transportation company in good order. We are not responsible for breakage on the way. See that glassware, etc., is in good condition when you receive it, or file claim with transportation company.

Small Glass Fish Globes

GOLDFISH GLOBES

We are listing here some of the most popular sizes and shapes of small all-glass Fish Globes, which are in great demand for our small Goldfish and for Guppyi's and other Tropical Fish. Carry some of these in stock. Please note how packed. We CANNOT split packages. Small orders sent with Goldfish orders by Express Collect—larger orders sent by freight.

ROUND DRUM TYPE

Size	Standard Package (Minimum Order)	Shipping Weight	Price Per Crystal	Dozen Green
½-gal.	2-doz. carton	43 lbs.	\$1.20	\$2.20
1-gal.	1-doz. “	38 lbs.	2.40	4.20
2-gal.	½-doz. “	38 lbs.	5.20	9.40

FANCY SQUAT TYPE

Size	Standard Package (Minimum Order)	Shipping Weight	Price Per Crystal	Dozen Green
1-gal.	1-doz. carton	38 lbs.	\$2.60	\$4.20
2-gal.	½-doz. “	38 lbs.	5.20	9.40

Dealer Display Tanks

THESE four dealer tanks are of the very best construction obtainable. They are adapted for the storage of Goldfish or for Tropical Fish stock tanks. Construction is of heavy welded angle iron frames, glazed with ¼" glass, with slate bottoms, and fitted with rustproof feed and drain connections for running water. Finished in Olive Green Baked Enamel. Bottom shelf is of glass. We quote tank and stand separately.

No. DD-1—Size, 12x30x12" deep				
Capacity in Gallons	Tank only	Stand only	Height complete	Shipping weight
15	\$12.00	\$ 6.00	42"	70-lbs.

No. DD-2—Size, 14x36x14" deep				
Capacity in Gallons	Tank only	Stand only	Height complete	Shipping weight
25	\$22.00	\$ 7.50	42"	122-lbs.

No. DD-3—Size, 16x48x16" deep				
Capacity in Gallons	Tank only	Stand only	Height complete	Shipping weight
45	\$35.00	\$10.00	42"	190-lbs.

No. DD-4—Size, 18x60x18" deep				
Capacity in Gallons	Tank only	Stand only	Height complete	Shipping weight
74	\$52.00	\$12.00	42"	250-lbs.

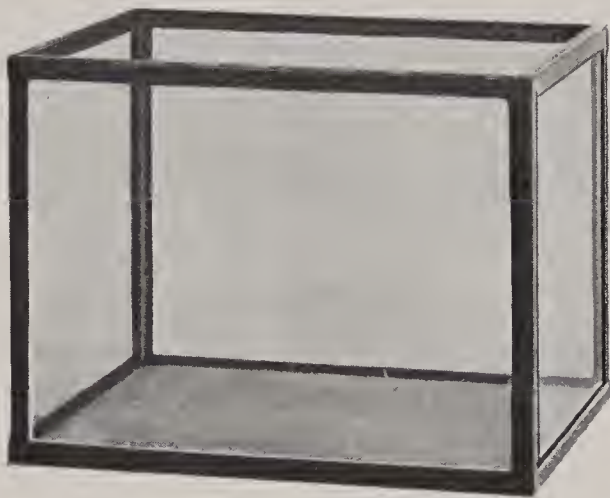
Above prices quoted F.O.B. Chicago. Shipment should be by freight. *Special Terms*—3% off for all cash with order. Deduct \$2.25 if feed and drain not wanted.

*NOTE:—No. DD-1 glazed with ⅜" glass, others ¼".

These high-grade Dealer Tanks can be had in capacities of 15, 25, 45 and 74 gallons. All are fitted for running water.

Metal Frame Aquariums

WE ARE offering a well-made, inexpensive line of SLATE BOTTOM aquariums in the sizes needed for Tropical Fish and for Goldfish. The frames are welded heavy gauge rust-less sheet metal, painted dark green, glazed with clear glass, and set with a high-grade plastic leak-proof aquarium cement. These tanks are very popular with Tropical Fish fans, and very serviceable. They are packed one to the carton. Price includes carton ready to ship.



No. 86—Size 10 x 20 x 12"

No.	Inches	Description — Slate Bottom	Capacity, Gallons	Price, Each
77 —	8 x 14 x 10		5	\$2.40
78 —	10 x 16 x 12		8¼	3.50
79 —	12 x 18 x 14		13	4.50
84 —	9 x 18 x 11		7½	3.75
85 —	6 x 20 x 10		5¼	4.25
86 —	10 x 20 x 12		10¼	4.45
91 —	8 x 26 x 11		10	6.20
101 —	6 x 12 x 8 Monel Metal, Bulb-edge Glass		2½	2.15
102 —	7 x 18 x 9 Monel Metal, Bulb-edge Glass		5	5.00
103 —	8 x 20 x 10 Monel Metal, Bulb-edge Glass		7	6.00
201 —	12 x 24 x 12 Angle Iron, Heavy		15	8.00
301 —	6 x 12 x 8 Slate Bottom, Green and Black-crackle Finish . . .		2½	1.25
302 —	7 x 18 x 9 Slate Bottom, Green and Black-crackle Finish . . .		5	3.10
303 —	8 x 20 x 10 Slate Bottom, Green and Black-crackle Finish . . .		7	4.20

AQUARIUM CEMENT

	Each	Dozen
One-Pound Cans—Best Plastic Cement	\$.35	\$3.25
Five-Pound Cans—Best Plastic Cement	1.50

Some Notes on Keeping Goldfish, Aquatic Plants, Etc. in Stores and Pools.

—By R. C. Dolle.

WATCH THE TEMPERATURE

In handling Goldfish it is important to see that the water in your tanks is the same temperature as that in our shipping can before you remove fish to put them in your tank. Goldfish keep better in water under 60 degrees than over 60 degrees.

EQUALIZING TEMPERATURE

If there is only a difference of four degrees, Goldfish can be counted out into your tank at once. If more than four degrees, but less than ten degrees, you can bring the water to same temperature by pouring off half from fish can and adding your tank water slowly to the fish can. This will equalize temperature in a few minutes time and will not hurt the fish. When our shipping can water is over 10 degrees warmer or colder than water in your tank, use the same method of equalizing temperature, but take more time to do it. If the shipping water is 20 degrees cooler than your tank water, then allow can to stand until temperatures are equalized by the room heat.

KEEP FISH OUT OF SUN

Never allow Goldfish to stand in their cans overnight, or longer than necessary, or never in direct sunlight, and never next to or on a heater unless watched carefully.

KEEPING IN TANKS

By all means equip your Goldfish storage and display tanks with running water. Goldfish can be crowded in the store tanks for weeks at a time when supplied with running water. Modern practice is to use 1/4-inch tubing perforated every few inches and run along top part of tank fastened to top frame inside (out of sight) and just a few inches above water level. Since there is more oxygen in cold water than in warm, the fish can be more crowded in cool water 40 to 50 degrees than in water 55 to 70 degrees. This is why it is best not to carry too large a stock in Summer or whenever tank water is warm.

FEEDING IN STORE

In store tanks feed your fish Natural Fish Food mostly. Get the one pound can (listed page 12). A little wafer at times is O. K. Feed daily in stores and only the amount fish will clean up in about half an hour.

AQUARIUM MANAGEMENT IN STORES

It is best not to have too many shells, pebbles, chips, ornaments, etc., in the display tanks, as food lodges in such places where fish cannot get it and will foul the water. Some aquarium plants planted so they will grow are best and only enough to give a nice effect. Use also a few snails in the tank for display principally. (See below on keeping snails.)

SIGNS OF DISTRESS

When fish huddle at bottom of tank in a ball or have small air bubbles on them, there is a surplus of oxygen and you have too much cold running water. Turn it off for a while. When fish come to the top and gasp for air there is a lack of oxygen and they need more running water. When fish swim around contentedly—slowly searching for food, nibbling plants, etc., they are comfortable and conditions O.K.

CURING GOLDFISH DISEASES

FLUKES, ITCH, ETC.

Fish having the Itch are restless and at times will be noted to rub themselves against the bottom of the tank with a quick dart to their side. In advanced stages the fish get weak, thin and a greyish cast (not fungus) appears on them—especially noticeable on black fish. This is caused by microscopic parasites in the body, fins or gills of the fish. The treatment we recommend is a good HEALTH DIP, especially in Spring when the parasites are most prevalent. Use Glacial Acetic Acid, 36% strength in the proportion of three ounces to four gallons of water. Use a deep net, allow fish to remain in the dip 60 seconds only. This treatment causes a whitish appearance to fish when removed, but they will be much improved in a day. A second dip can be given about four days later. The tank should be thoroughly washed out.

ICHTHYOPHTHIRIUS

Commonly called "Ick", is a minute parasite covering body and fins and gives the fish an appearance of having been sprinkled with salt. This can be cured by adding 4 drops of 2% mercurchrome to the gallon of water. The



A sectional drawing of a Tub Garden showing, left to right, Iris, Water Hyacinth, Goldfish, Hardy Water Lily, Oxygenating Plant, Snail, Indian Arrow Head, Cattail. Baby Turtle on rock and Iris. Such tubs at a sunny location help preserve many aquatics in stores.

treatment can be given the fish right in the stock tank, or aquarium, allowing fish to remain in tank about two days when tank should be drained and a fresh solution given them for another period of two days (no running water, so do not overcrowd). The cure will be affected much sooner if water can be held at a temperature of about 70 degrees. The disease is very contagious if not controlled.

WHITE FUNGUS

This is a common Goldfish disease often caused by sudden change in temperature which makes fish sick and susceptible to these organisms. It is contagious. The sickest fish should be thrown away. Give the others the mercurochrome treatment same as for Ichthyophthirius. Mild salt water and also Permanganate of Potash, 2 grains (by weight) per gallon, can also be used.

CONSTIPATION

Often causing swimming bladder trouble and detected by the uncontrolled action of fish, swimming in circles, on back, etc., can often be cured with a salt treatment. In a tank large enough to allow fish plenty of room to swim freely, add 1 ounce common salt or rock salt (not iodized table salt) to the gallon of water. Allow fish to remain in this solution about two days. Do not feed during treatment. (If fish come to top and gasp for air they will have to be removed sooner.)

FIN CONGESTION

Causing red streaks and blood spots on fins and tail, also a whitish slime over body scales. This will respond nicely to same treatment as above.

FISH LICE

SEE PAGE 17 FOR NEW REMEDY TO KILL FISH LICE.

Fish lice, while not of themselves dangerous to the life of Goldfish, annoy them considerably and in time cause sore spots which may be attacked by fungus. The usual method of control is to examine each fish closely and remove the leeches with a small tweezer, being careful not to remove any more of the slime from the fish than necessary. (The transparent natural slime that covers all fish acts as their outer skin to protect them from disease germs, etc.) If a pool has been affected by these parasites we recommend draining it, washing off plants, etc., and removing the lice from fish by hand. After a bad case dry out the pool with sunlight for a few days.

SWIMMING BLADDER TROUBLE

This is caused by uneven inflation of the two little balloons that act as swimming bladders and normally keep the fish on an even keel. When there is trouble here the fish lies on the bottom of tank or will swim on one side at top. There is nothing known to cure this as it is entirely organic.

DISINFECTING AQUARIUMS

To disinfect a diseased aquarium or as a precaution after regular cleaning, use common salt on a clean rag. Then let tank dry out thoroughly for as long as you can spare it, flush out again before using and fill. A safety razor blade is fine for cleaning off scum from glass. In outside pools we recommend sunlight and thorough drying out to disinfect after trouble of any kind.

SEX IN GOLDFISH

The sex of young Goldfish is very difficult to determine. In adult fish at breeding season it is readily detected. The male has small granules (like small grains of sugar) on the gill plates and at times down the front rays of the two forward or pectoral fins. The gill plates of the female are always smooth.

SNAILS

Japanese Snails, Red Ramshorn, Black Ramshorn, etc., should be kept in their own tank with a number of Sagittaria

Notes on Keeping Goldfish, Etc.—Continued

Plants planted in 2" sand on the bottom. Feed snails on lettuce leaves, bits of cooked stiff oatmeal, wafer fish food anchored to bottom, and at times a piece of dead fish. Also a few decayed water plants at times. Keep a piece of Plaster of Paris in the tank to keep their shells healthy. No running water needed, only keep up the evaporation. Only enough light to keep the plants alive is needed. Do not subject snails to sudden changes in temperature.

TURTLES AND NEWTS

Keep baby turtles where they can crawl out of the water. Customers should keep in a separate bowl from fish, but in outdoor pools due to much larger size they can be kept together. Feed special Turtle and Newt food. Same care for newts, but they like to swim more than turtles. Newts will eat live earthworms. Do not subject to sudden changes in temperature.

WATER LILIES AND PLANTS

Water lilies should be planted in soil as soon as received from us. Never allow them to become dry. Keep in water or wet sphagnum moss until planted as suggested below.

All aquatic plants should have their leaves sprinkled at times, as they like moisture above water, too. NEVER ALLOW ANY AQUATIC PLANT TO DRY OUT.

KEEPING WATER PLANTS IN STORES

In stores the surplus stock of Water Lilies, Lotus and shallow water plants such as Cat Tail, Pickerel Rush, etc., can be kept in a well-seasoned water-tight old tub or in any water-tight container (preferably not a new galvanized vessel) about 12" deep and of 2 to 4 square feet surface area.

The usual practice in storing such plants in these containers is to place about 4 inches of rich loamy soil in the bottom, then plant the lilies, lotus, etc., in rows, with tubers only a few inches apart. (Thin boards can be used to make separators for different varieties, or tag each plant.) Odorata type lilies and the lotus tubers must be planted on their side as they grow horizontally, not vertically—but turn the growing sprouts to the top and be careful not to break them off. Types like Mexicana and Chromatella are planted same as any other bulb with sprouts and roots.

After carefully placing all the plants, cover with half an inch of soil, then lay small flat stones over the Odorata type and lotus to keep them from floating up to the top when water is added and until their roots take hold. Now sprinkle half an inch of coarse sand over whole area and then add the water carefully so as the whole area is covered with about three inches of water. (The sand is used simply to keep the water clean and where fish are present 1" is used.)

If these Aquatics are handled as suggested above and the container placed where it gets light—plenty of light—and so the water will be 60 to 70 degrees—the plants will begin to grow and can be safely kept crowded until sold in three to four weeks. As they grow you can add a few more inches of water up to five or six inches over sand and just fill in the evaporation; don't change the water, but keep scum removed.

A dead lotus tuber or Odorata tuber shows no signs of small sprouts and will smell quite offensive. Hence do not sell such a plant.

UNDER WATER PLANTS

Under Water Plants, such as Anacharis, Cabomba, Sagittaria, Myriophyllum, Valisneria, etc., keep O.K. in a store if in running water and not too crowded. (A light drip, merely to keep water fresh, is all that is needed.)

Electric light, in general, helps out a lot where plants get no light. Plants in many dealers' tanks of Tropical fish are kept growing by artificial light only.

YOUR OWN HOME POOL

Many dealers find they can very profitably keep their surplus Aquatics at home in an outside pool during May and June and the Summer months and take small lots to the store as needed. This allows all plants to grow nicely.

Nurserymen should have a display pool at their grounds. Aphids, etc., can be killed with a spray gun in the store, but do not use too much spray if fish are present. Wash off with a hose in pools where there are plenty of fish and they will eat them.

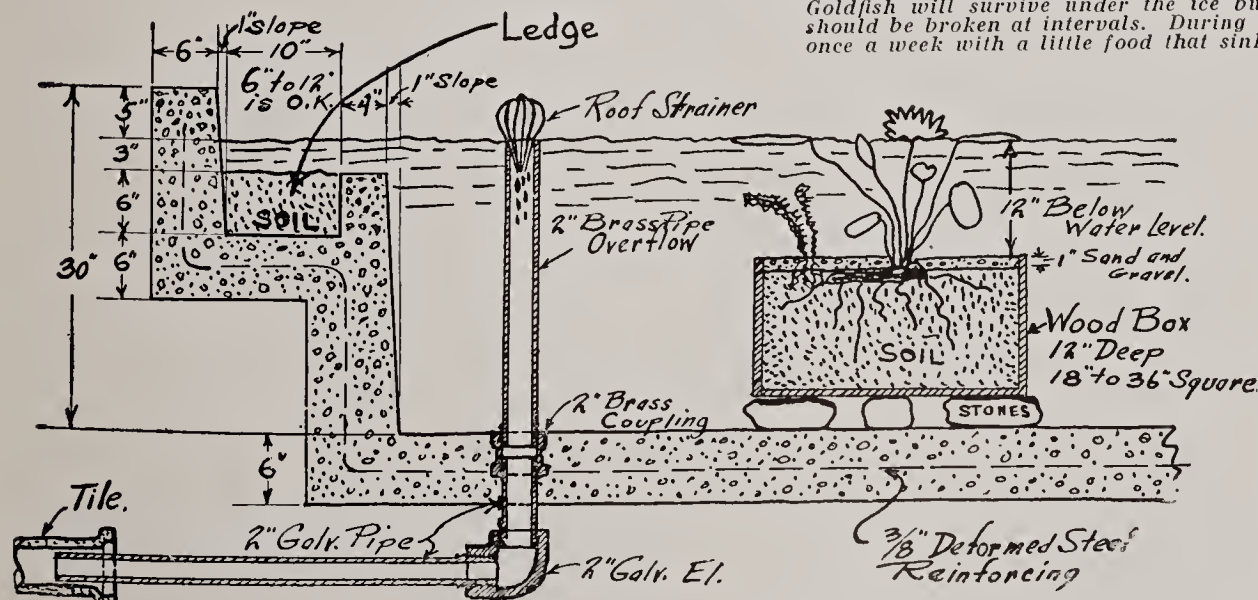
WATER HYACINTHS

Water Hyacinths are floating Aquatics. They have an enormous root system, but only the tips should touch soil. Hence do not plant them in the soil (see page 14.) In your store no soil is needed for several weeks. Let them float in water only, but order in smaller lots say 50 or 100 at a time so as to keep them fresh. Don't order over 10 days' supply unless you can keep them outside in a suitable place in May and June.

If any Water Hyacinths develop yellow leaves from standing too long in poor light indoors, break off the yellow leaf or trim with scissors to restore the fresh appearance of plant. If the last few plants are wilted, you can sell at half price to clean up, and you can assure purchaser that they will revive and produce healthy plants if planted outside as per circulars.

Planting and Culture of Hardy Aquatics in Pools

First remember—and have your customers remember—never allow aquatic plants to become dry. Use a good, rich, loamy soil and it is better to use no fertilizer if the soil is good, than to use too much. Well rotted cow manure used sparingly in the lily boxes and kept away from the roots will help. Water Lily soil should be changed every two or three years. Bone meal and blood meal can be used to stimulate growth, but it takes sunshine to produce flowers.



Water Lilies marked "prolific growers" or "vigorous plants" can use from two to four cubic feet of good soil per plant. If you give them less they will bloom and leaf in a smaller way, but the smaller types are best for smaller spaces.

Most Water Lilies do best if started in shallow water (3 to 5") until they begin to leaf nicely. Then raise the water level or lower the boxes so they have 8 to 12" in Summer. Any Hardy lily or Hardy aquatic will survive the Winter if ice and frost do not get at their roots. Hence for Winter, lower lily boxes under ice level or protect pools with boards. Goldfish will survive under the ice but if it freezes hard it should be broken at intervals. During Winter, fish can be fed once a week with a little food that sinks to the bottom.

This sectional drawing shows the construction of a well-made reinforced concrete pool for lilies and Goldfish. The Ledge can be constructed on one or more sides of the pool, depending on effect desired. It is built to accommodate the floating plants (Water Hyacinths etc.) and the shallow water plants (Cattail, Pickerel Rush, Water Cannas, etc.). Where no ledge is provided, soil boxes, buckets, etc., properly arranged, will give a good effect.

NOTE: Much of the information we give herein has never before been published in a grower's catalogue for the dealer trade. We believe you will be able to profit by these suggestions and we think you will approve of our efforts to be of actual help in handling aquatic products. We will at all times appreciate your comments or criticisms.—R.C. DOLLE.

SHIPMENT OF GOLDFISH AND

GUARANTEE OF LIVE DELIVERY

All shipments of Goldfish are made by **Express Collect** and cannot be made any other way. We use specially designed shipping cans holding four to ten gallons of water, the larger cans being used for larger orders. Charges for transportation are to be paid to the expressman upon delivery and will average around 10 per cent of the value of fish, depending on distance. Our fish are in vigorous healthy condition when shipped and **there is very little loss in transit.** Should any sizable loss occur it will be necessary to get the expressman to give you a "Received in Bad Order" slip and send it, together with the shipping tag showing how water was changed en route, and communicate full details to us at once. **WE GUARANTEE 100% LIVE DELIVERY OF ALL GOLDFISH EXCEPT IN JUNE, JULY AND AUGUST AND EXCEPT EXTRA LARGE FISH AND BREEDING FISH MAY 1ST TO SEPTEMBER 1ST.**

We ship from 30 extra large fish to 400 small fish to a standard can, weight 80 lbs. For smaller orders, we use smaller cans, weight 20, 30 or 50 lbs., according to order. This makes an appreciable saving in Express Charges.

Our cans bear two seals, stamped with our initials, "L. V. P.—J. A. B." See that they are unbroken when fish are delivered. Also see notation on tags as to how water was changed en route. Keep tags for evidence if claim is to be filed. *If loss occurs during the months in which we guarantee 100% live delivery, send tags to us together with the signed "Received in Bad Order Slip" from the Express Driver. We do not allow deductions for losses, but will replace the fish without charge with your next shipment. Any other arrangement must be agreed to by us.*

SHIPMENT OF TROPICAL FISH

(See Page 16)

RETURN OF CANS

Orders for Goldfish amounting to less than \$3.00 must carry an additional remittance of 40c for small can which may then be kept. On all orders over \$3.00 we make no charge for shipping cans used, which remain our property and must be promptly returned. These special cans represent a considerable investment and we rely on you to return them promptly. No new tag is needed—only change the "to" and "from" and give it back to the expressman. Return charges by **prepaid express** are only 20c per can from any point in the United States and are to be paid by you. You will find a few extra fish in each can which are put in to repay you for this charge. **PLEASE DO NOT RETURN ANY OF OUR CANS OR OTHER CONTAINERS OF ANY KIND BY FREIGHT . . . LOWEST RATE ON RETURN OF EMPTY CANS, ETC., IS BY EXPRESS.**

SHIPMENT OF PLANTS

Whenever Goldfish are included in your order, the plants will go forward in the same shipment by Express. We prefer to ship all orders by **Express Collect**, but when plants are ordered without any fish or sent at a later date we can ship by Parcel Post if specially requested. If so, add 10 per cent of the amount of your plant order to cover the charge for postage and special packing.

CANADIAN ORDERS

Canadian customers must write to the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, for permission to import Water Plants or Goldfish. This permission will be readily given, as it is a matter of form in this class. Also be sure to send us the number of your permit so we may put it on your package for prompt inspection at the border.

GUARANTEE ON PLANTS

We GUARANTEE to ship you best quality plants and to have them arrive in good condition. If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them Express Collect to Mt. Airy, Cincinnati, Ohio, same day as received, and we will return your money in full, including any express charges paid by you. Should the damage have been caused by improper handling by the Express Company, hold shipment, get signed "Received in Bad Order" slip from the expressman and advise us full details at once. We try to ship all plants true to name. In case of error we will adjust our mistake, but we will not be responsible for more than the amount paid us for item proven untrue, nor can we guarantee growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water and general care.

GUARANTEE ON AQUARIUMS,
SUPPLIES, ETC., (See Page 20)

REMITTANCES, ETC.

All orders must be paid for in full before shipment can be made, unless you have an open account with us or wish your order sent C. O. D., in which case send one-half the amount to insure acceptance. Please remit by Post Office or Express Money Order if there is any limitation on withdrawals in your bank or city. Remittance should be made payable to THE LAKEVIEW PONDS. We will make prompt shipments of all orders, except that no Tropical Lilies will be sent until outside weather conditions permit safe planting, about June 1st.


Because of the seasonal characteristics of the plants and fish we sell, and because all the finer specimens are available only in limited quantities which take many months or even years to produce, we suggest that you order early in Spring to be sure of getting everything you want. Orders for Goldfish, Aquarium Plants, etc., can be shipped in March, but some plants are not ready until May and Tropical Lilies not until June.

We will greatly appreciate your business, and attend to all orders promptly, but as a dealer, may we ask that your minimum order be not less than \$3?

TERMS

CASH WITH ORDER unless you have established a satisfactory credit with us. (This means sending two good trade references of wholesale firms with whom you deal on credit terms).

3% CASH DISCOUNT is allowed on orders amounting to over \$10.00 and paid full cash with order.

 **ON EARLY ORDERS**, received BEFORE APRIL 5th we will allow 5% CASH DISCOUNT when full remittance accompanies the order. Shipments will be made as specified when we accept your order and so notify you.

All merchandise is F. O. B. Cincinnati, O., unless otherwise stated. Water Hyacinths only are F. O. B. Northern Florida April 1st to June 15th.

Prices subject to change without notice.

1892—FORTY-FIRST YEAR—1933



We will continue to offer Best Quality, Low Prices, and Prompt Service . . . We will continue to keep in mind that you must make a profit on our products . . . and that you must be pleased with every order we ship . . .

. . . Ours is an extremely specialized line, and must be handled by experienced people . . . We at "LAKEVIEW" have grown up in the business . . . Our men have worked here for years . . . We have the fish and plants you can sell . . . and the facilities for properly handling your orders . . . To be sure you will not be disappointed with inferior merchandise this Spring, send us your order, and get what you want . . . on time! !

Yours for a PROFITABLE Season!

THE LAKEVIEW PONDS.



P.S.—See Page 24 for Guarantees and for Special Discount on early orders.